



A Partnership between the Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District

# SPONSORSHIP OPPORTUNITIES

## Principal for a Day - Executive for a Day

### BECOME A SPONSOR TODAY!

The purpose of Principal for a Day and Executive for a Day is to establish lasting business-education partnerships that strengthen our public schools, sustain education reform efforts and support increased student achievement.

Sponsorship opportunities for PFAD are available to position your company in front of these important audiences, including the distribution of promotional and advertising collateral to businesses and schools throughout Los Angeles. As a sponsor, you will also receive preferred seats at the Principal for a Day luncheon, which will feature prominent guest speakers. Each year, Principal for Day generates significant media coverage. Pledging your Sponsorship now will ensure that your company's commitment to Los Angeles's schools receives maximum exposure.

#### Principal for a Day

This one-day event gives more than 300 business and community leaders first hand experience of today's educational setting, challenges, and triumphs. Senior executives shadow school administrators as they carry out the daily operational duties of running a public school. The morning activities might include classroom visits, meeting with parents and students, and participating in faculty or budget meetings. The event culminates with a luncheon at which participants network and debrief about the day's experience. L.A. business and academic leaders serve as guest speakers, sharing enlightening stories and opportunities.

#### Executive for a Day

Throughout the spring, executives are encouraged to reverse the PFAD roles by hosting school administrators in their offices. The principal shadows senior level employees as they go about their daily responsibilities, ideally beginning a dialog about topics such as management techniques, technology and expectations in the workplace.

“ Creating opportunities like Principal for a Day will help us build stronger communities. By helping to connect our business leaders with public education, Bank of America believes we can work together to invest in a promising future for our young people and our communities. ”

**Chandler Root**  
Merrill Lynch Regional Managing Director,  
Bank of America

“ Principal for a Day brings together the essential Pillars of our city – education and business. I encourage you to participate in this important event. ”

**Gary Toebben**  
President & CEO  
Los Angeles Area Chamber of Commerce

Pillar is the business community's link to L.A.'s students, classrooms and schools. A partnership between the Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District, Pillar builds and supports partnerships between businesses and schools to strengthen education and develop the future workforce.

For more information about Principal for a Day visit our website at [www.pillarLA.com/pfad](http://www.pillarLA.com/pfad).



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# SPONSORSHIP BENEFITS

## Principal for a Day - Executive for a Day

### Salutatorian Level: \$10,000

- ➔ Acknowledgement in the event press release and media advisory
- ➔ Company logo on event promotional materials
- ➔ "Meet and greet" and photo opportunity with the luncheon speakers (to be announced) and other special guests
- ➔ Preferred seating at the Principal for A Day luncheon for four (4) individuals selected by the sponsor
- ➔ One full-page special message placement in the event program
- ➔ Acknowledgement in L.A. Area Chamber communication materials, including weekly and quarterly newsletters
- ➔ Logo recognition on the event webpage hosted on the L.A. Area Chamber, PillarLA, and UNITE-LA Websites

### Dean's List Level: \$5,000

- ➔ Company logo on event promotional materials
- ➔ Preferred seating at the Principal for A Day luncheon for four (4) individuals selected by the sponsor
- ➔ ½ page B&W ad; special message in the event program;
- ➔ Acknowledgement in L.A. Area Chamber communication materials, including weekly and quarterly newsletters
- ➔ Logo recognition on the event webpage hosted on the L.A. Area Chamber, PillarLA, and UNITE-LA Websites

### Scholar Level: \$2,500

- ➔ Preferred seating at the Principal for A Day luncheon for two (2) individuals selected by the sponsor
- ➔ ¼ page B&W ad; special message in the event program
- ➔ Acknowledgement in L.A. Area Chamber communication materials, including weekly and quarterly newsletters
- ➔ Logo recognition on the event webpage hosted on the L.A. Area Chamber, PillarLA, and UNITE-LA Websites

### Colleague Level: \$1,000

- ➔ Preferred seating at the Principal for A Day luncheon for two (2) individuals selected by the sponsor
- ➔ Acknowledgement in the event program
- ➔ Name recognition on the event webpage hosted on the L.A. Area Chamber, PillarLA, and UNITE-LA Websites

### Event Program Opportunities

- ➔ ½ page black&white — \$500
- ➔ ¼ page black&white — \$250

### Benefit available at all sponsorship levels:

Placement of senior executives from your organization at a local school for a shadowing experience as a Principal for a Day participant

## Sign up today!

**To acknowledge my contribution, please list my company's name (or my name) as**

\_\_\_\_\_ Please Print

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Indicate Sponsorship Level:

- Salutatorian \$10,000     Scholar \$2,500  
 Dean's List \$5,000     Colleague \$1,000

**Check.** Please make checks payable to UNITE-LA (a nonprofit organization, Tax ID 82-0576380). Complete this form and mail with check to: UNITE-LA, Attn: Erika Heeb, 350 S. Bixel St., Los Angeles, CA 90017

**Credit Card.** Please complete the information below and fax this form to 213.482.0814.

\_\_\_VISA \_\_\_MasterCard \_\_\_American Express

in the amount of \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Card ID \_\_\_\_\_

I am unable to attend but would like to contribute  
 \$ \_\_\_\_\_

Questions? Call Erika Heeb, 213.580.7567  
[eheeb@lachamber.com](mailto:eheeb@lachamber.com).