



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

SPONSORSHIP OPPORTUNITIES

2010 Principal for a Day - Executive for a Day Launch Day February 19, 2010

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 a 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.

“ Principal Carolin McKie was very engaging and informative! I hope we will be able to collaborate in the future. The Student Council gave me an honorary reception and all officers and reps had questions ready for me! It was fabulous! I was very touched and impressed. ”

Karissa Price

Lexicon Bilingual Resources,
in partnership with 116th Street School

“ 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
L.A. 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.