



2021 SCI Social Capitalist Luncheon Series

Sponsorship information package

Who we are:

SCI Social Capital Inc.'s mission is to strengthen communities by connecting diverse individuals and organizations through civic engagement initiatives. SCI provides communities with skills and tools to engage people in making a difference, with a priority on promoting youth success and healthy, inclusive communities. A lean professional staff combined with over 20 dedicated SCI AmeriCorps members and strong partners enables SCI to serve over 20 Eastern Massachusetts communities, primarily in the Greater Boston area. Major program areas include:

- **Youth Leadership:** Guided by our SCI youth leadership curriculum, SCI empowers teens in 10 youth council programs to develop initiatives to address pressing community needs.
- **Volunteer Outreach & Community Events:** SCI helps organizations increase their capacity to recruit and manage volunteers, and successfully implement community events that unite diverse community members.
- **Uniting Diverse Communities:** While bringing diverse people together has always been an important part of SCI's work, it has been a major focus in recent years. This has included co-facilitating community dialogues on race and diversity, and launching new programs to support Woburn's increasingly diverse students. In addition, some of our newer SCI AmeriCorps placements, such as METCO, have a focus on equity issues.
- **Online Engagement:** SCI implements community web portals, social media and community outreach strategies that connect thousands of residents to opportunities to participate in civic life.
- **Training Social Capitalists:** SCI also trains emerging adult community leaders to collaborate effectively, make connections, bridge differences, and nurture social networks to make a difference.

Addressing COVID-19 needs: Here are a few examples of how SCI has pivoted to meet some of the day's pressing needs:

Food security: Coordinated volunteers and partnerships resulting in over 7,200 meals being provided to Boston families in need; and secured over \$5,000 worth of food donations through a recent Neighborhood Food Drive in Woburn.

Youth support: SCI AmeriCorps members have trained 239 young leaders during the past year; and continued to support these youth virtually when the pandemic hit. Many of these youth were checking in daily with the program at a time when virtual school participation was disturbingly low among urban students.

Parent network: SCI created a new Woburn Parent Network to offer virtual training and support forums that have been very well received, with over 100 parents joining some of the programs.



What is the Social Capitalist Luncheon Series?

SCI's annual luncheon honors individuals who exemplify our mission. The SCI Idealist Award is presented to leaders who dedicate their lives and engage their social capital to address some of the most pressing needs in our communities. We will present the 2021 Idealist Awards to Yolanda Coentro and Betty & Paul Francisco.

Typically held at a hotel in Downtown Boston as a single event with some 250 business and community leaders, the 2021 Luncheon will be a series of virtual events starting in late May culminating with the presentation of the 2021 SCI Idealist Award on June 10.

The Luncheon Series will include:

- **Social Capital Kickoff** A kickoff event with prominent speakers to be announced soon. The focus of the session will be to place social capital in the context of pressing equity issues of the day. **Thursday, May 27 @ noon.**
- **Community Collaboration Lunch & Learn** A program that will include the presentation of the "Connect for Community Impact", sponsored by Eastern Bank, and breakout sessions on topics related to business & community collaboration to create healthy and equitable communities. **Thursday, June 3 @ noon.**
- **2021 SCI Idealist Award Presentation** The Series will culminate with the presentation of the 2021 SCI Idealist Award 2021 SCI Idealist Award to Yolanda Coentro and Betty & Paul Francisco. The SCI Idealist Award is presented annually to leaders who dedicate their lives and leverage their social capital to address some of the most pressing needs in our community. **Thursday, June 10 @ noon.**

Yolanda Coentro is the President and CEO of the Institute for Nonprofit Practice (INP), working to transform the nonprofit sector to make it exponentially more effective, equitable, diverse, and connected. Under Yolanda's leadership, INP has fully integrated social justice, racial and gender equity into its curriculum and wider offerings.

Betty Francisco, General Counsel at Compass Working Capital, is an entrepreneur, business executive, attorney and community leader. She is known as a powerful convener and changemaker, unapologetic about creating visibility for Latinx and POC leaders.

Paul Francisco is the Chief Diversity Officer and Head of Workforce Development Programs at State Street Corporation. He leads the implementation of State Street's global diversity, equity and inclusion strategies.

At our 2020 Luncheon, we honored Jay Ash & Sandra Cotterell for their work in strengthening our communities.



Become a Sponsor

Join us for the Social Capitalist Luncheon Series, celebrating 2021 SCI Idealists Yolanda Coentro and Betty & Paul Francisco. The Luncheon Series will highlight the importance of building social capital in order to create healthy, inclusive communities. Consider the sponsorship options outlined below and notify your SCI contact or David Crowley of your selection and he will provide additional details. Individual series tickets will be available at \$75/each.

Gold Sponsor (\$5,000)

- Prominent recognition throughout the Social Capitalist Luncheon Series.
- Recognition as the sole Presenting Sponsor for one of the Series events.
- Opportunity to record a message for the Idealist introduction video.
- 25 All Access passes for the Luncheon Series & VIP events.
- Premium placement of logo on all event invitation emails (at least 5).
- Prominent mention in all media communications including press releases, media advisories and advertisements, as well as social media (7,000+ followers)
- Full page ad in digital program book. (5" wide x 7.875" tall)
- Company PSA on SCI social media platforms prior to the event.
- Prominent placement of logo & hyperlink on SCI website
- Prominent placement of logo in event slideshow
- Premier recognition in e-newsletter (3,000+ subscribers)
- Sponsor logo on-screen during sponsored live segment.

Silver Sponsor (\$2,500)

- Recognition throughout the Social Capitalist Luncheon Series.
- Opportunity to record a message for the Idealist introduction video.
- 10 All Access passes for the Luncheon Series & VIP events.
- Placement of logo on all event invitation emails (at least 5).
- Full page ad in digital program book. (5" wide x 7.875" tall)
- Recognition on all social media platforms.
- Company PSA on SCI social media platforms prior to the event.
- Placement of logo & hyperlink on SCI website
- Placement of logo in event slideshow
- Recognition in e-newsletter (3,000+ subscribers)
- Sponsor logo on-screen during sponsored live segment.

Bronze Sponsor (\$1,000)

- Recognition at one Social Capitalist Luncheon Series event.
- 10 All Access passes for the Luncheon Series & VIP events.
- Half page ad or equivalent in digital program book. (5" wide x 3.875" tall)
- Recognition on all social media platforms.
- Placement of logo & hyperlink on SCI website
- Placement of logo in event slideshow
- Recognition in e-newsletter (3,000+ subscribers)



SCI Social Capital Inc.

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Virtual Table Sponsor (\$500)

- 10 All Access passes for the Luncheon Series & VIP events..
- Quarter page ad in digital program book. (2.5" wide x 3.875" high)
- Inclusion on list of event supporters.

Online Auction Item Donor

- Inclusion on list of event supporters.
- 2 All Access passes for the Luncheon Series & VIP events.
- **For items valued at over \$200:** Quarter page ad in program book.

Please send logos in eps format and program book ads in high resolution jpg format. Logos and other materials should be emailed to Mary Galia at mgalia@socialcapitalinc.org.

Program Book Advertisements

In addition to full sponsorships that come with tickets and ads, virtual program book ads may be purchased on an a la carte basis, at the rates listed below.

Full Page Ad \$800

- Full page, Ad or Message (5" wide x 7.875" high)

Half Page Ad \$500

- 1/2 page, Ad or Message (5" wide x 3.875" high)

Quarter Page Ad \$250

- 1/4 page, Ad or Message (2.5" wide x 3.875" high)

Well-Wisher List \$150

- For a \$150 donation, your name will be included in our event program, and we will identify you as a Well-Wisher in the program book.

Ads or text for ads should be emailed to Mary Galia at mgalia@socialcapitalinc.org