



WE INVITE YOU TO SUPPORT OUR 17TH ANNUAL

Virtual Recognition Breakfast

FOR THE SYRACUSE CITY SCHOOL DISTRICT
EDUCATIONAL FOUNDATION

IN PARTNERSHIP WITH



WCNY
connected.

SATURDAY,
SEPTEMBER 26, 2020



9:30 AM - 10:00 AM
PREVIEW ON WCNY-TV

10:00 AM - 11:00 AM
WCNY VIRTUAL WATCH PARTY



FEATURING

*2020 ANNUAL RECOGNITION AWARDS HONORING
BANKERS HEALTHCARE GROUP & AMANDA MURPHY*

PRESENTING

THE 2020 EDUCATOR OF THE YEAR AWARDS

MASTER OF CEREMONIES
DAN CUMMINGS





SCSD Educational Foundation
PO Box 9827
Syracuse, New York 13290
Phone: 315.391.0259
jquitzau@SCSDFoundation.org

Greetings Friends!

We hope you, your family, and your colleagues are doing well and staying healthy!

Back in March, the SCSD Educational Foundation decided to postpone its 17th Annual Recognition Fundraising Breakfast at the outset of the COVID 19 pandemic. The breakfast fundraiser was rescheduled for Saturday, September 26th. At the time, we were optimistic that we would be able to host the event at the Holiday Inn Liverpool. Unfortunately, we will not be able to host a live event at the hotel as we had hoped.

But we have exciting plans to host the event on September 26th as scheduled in a completely new and creative format! We are pleased to announce that we have partnered with **WCNY** and we have transformed our event into a one-hour online Virtual Watch Party preceded by a televised preview introduction on WCNY-TV at 9:30 AM (*see channel listings below*).

Our Virtual Recognition Breakfast Watch Party will begin at 10:00 AM, streaming on OVEE. OVEE stands for "*Online Viewing and Engagement Experience*" and WCNY has offered us this exciting new shared media viewing experience – a powerful new way to connect and engage with audiences. It will bring together our sponsors, School District teachers and administrators and community guests to watch streaming media and chat live in a virtual theater. You may make a reservation for the Virtual Watch Party at <https://ovee.itvs.org/screenings/z2k1n>.

The event will feature many of our long-standing presentations, including our venerable Master of Ceremonies, Dan Cummings from NewsChannel 9, Mayor Ben Walsh, SCSD Superintendent Jaime Alicea, and of course our five District Educator of the Year Award winners and our two Recognition Award winners.

Sponsors of the Recognition Breakfast, many of whom had already sent in their donations, will be recognized throughout the television broadcast, during the virtual watch party, and in our digital breakfast program that will be distributed to all guests via email and made available online. A printed copy of the program will also be available and mailed to all breakfast guests following the broadcast and watch party. We hope that you will consider supporting and participating in this exciting new format for our annual breakfast. On the following page we are offering a few simple sponsorship levels, and its not too late to sign up!

If you have any questions or concerns regarding this announcement, please contact Jan Quitzau at 315.391.0259 or jquitzau@scsdfoundation.org.

We thank all of our friends and supporters for your understanding during these unsettled and unpredictable times.

A handwritten signature in blue ink, appearing to read "Heidi Hart-Gorman".

Heidi Hart-Gorman
Chair, Board of Directors

A handwritten signature in blue ink, appearing to read "Jan Quitzau".

Jan Quitzau
Foundation Administrator

***WCNY Channels in Central New York:** Spectrum Channels 11 and 1221; Verizon channels 11 and 511; Antenna: Channel 24

To make a reservation to attend the OVEE Recognition Breakfast please visit
this website: <https://ovee.itvs.org/screenings/z2k1n>



SCSD EDUCATIONAL FOUNDATION VIRTUAL RECOGNITION BREAKFAST

Special Sponsorship Opportunities

Due to the short timeline, we are offering a few special sponsorship opportunities for our upcoming Virtual Breakfast event. The following sponsorship opportunities and benefits will be available:

- There will be a televised Foundation preview on WCNY-TV on Saturday, September 26th at 9:30 AM. Sponsors will be highlighted during the 30 minute on-air event.
- There will be a Virtual Recognition Breakfast OVEE Watch Party starting at 10:00 AM that morning, and sponsors will be showcased during that steaming event on screen, on stage and throughout the event.
- We will produce a digital breakfast program that will be emailed to everyone who has RSVP'd for the virtual event, and a limited supply of printed programs will also be mailed to everyone who participates.

SPONSORSHIP COMMITMENT DEADLINE IS MONDAY, SEPTEMBER 7th

SPECIAL VIRTUAL SPONSOR LEVELS

☐ Elementary School Level \$1,000

- Company name and logo displayed during virtual event.
- Company/Sponsor name listing in program and foundation website.
 - 1/2 page ad in the printed program.

☐ Patron Sponsor Level \$500

- Company name displayed during virtual event.
- Company/Sponsor name listing in program and on foundation website.

☐ Program Advertising Only

Full Page Ad - \$950 ♦ 1/2 Page Ad - \$750 ♦ 1/4 Page Ad - \$550

☐ Individual Donations

Individual donations will be gratefully accepted online or via mailed check at any time before, during, or after the broadcast and streaming event. www.scsdfoundation.org

SCSD Educational Foundation PO Box 9827, Syracuse, NY 13290

ADVERTISING SPECIFICATIONS AND DEADLINE

- Full Page 4-Color Ad: 7½"W x 10"H (Vertical) ▪ Half Page 4-Color Ad: 7½"W x 4 ¾"H (Horizontal)
- Quarter Page 4-Color Ad: 3 ¾"W x 4 ¾"H (Vertical)

Ad Deadline: Monday, September 7, 2020 ▪ Ad Format: PDF or JPG

Please email to: jquitzau@scsdfoundation.org

Questions? Please call Jan Quitzau at 315.391.0259



Sponsorship Deadline: September 7th

2020 Sponsorship Agreement

Sponsor / Company Name _____

Contact Name (please print): _____

Listing Name for Program _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone _____ Mobile Phone _____

Email Address: _____

Your sponsorship contribution will be used to support education grants for projects in Syracuse City Schools. For tax purposes, the IRS requests we inform you that, over and above the value of the event, your contribution is tax deductible to the extent provided by law.

Please select your choice of sponsorship opportunities:

- ☐ Elementary School Level \$1,000
- ☐ Patron Sponsor Level \$500
- ☐ Program Ad: ____ Full Page @ \$950
 ____ 1/2 Page @ \$750
 ____ 1/4 Page @ \$550
- ☐ Individual Donation \$ ____ .00

Amount Enclosed: \$ _____ **Check Number: #** _____

Donations using credit cards, PayPal, and other forms of payment can also be made on our website at www.scsdfoundation.org

Authorization Signature _____ **Date** _____

Please make checks payable to : SCSD Educational Foundation Please submit by September 7, 2020

Mail to: SCSD Educational Foundation, Attention: Jan Quitzau • PO Box 9827, Syracuse, NY 13290

NOTE: This is a post office box that cannot accept FedEx or UPS deliveries. Please call if you want to send your donation via courier.

To make a reservation to attend the OVEE Recognition Breakfast please visit this website: <https://ovee.itvs.org/screenings/z2k1n>