

A black and white portrait of a middle-aged man with a receding hairline, smiling warmly at the camera. The background is dark and out of focus.

The Multicultural Conference presents ...

SAC FIESTA BRUNCH

"CHILAQUILES CON CHEECH"

A fundraiser benefitting the students of San Antonio College.

SPONSORSHIP PACKET

A handwritten signature in white ink, appearing to read "Cheech", located in the bottom right corner of the page.



Dear Friend:

Since 1925, San Antonio College has been a pillar of excellence in our community, educating thousands of students every semester.

Each year, our goal is to ensure that every student who walks through our doors is on a path for success.

Although the majority of our students seek federal student aid to assist with the rising costs of higher education, such aid does not always meet the “needs gap” that many of our students experience.

I am calling on SAC’s friends to invest in our students—and our city’s future—to help SAC students stay on a path to success.

The SAC Fiesta Brunch, Chilaquiles con Cheech, will kick off our official Fiesta© event, the Multicultural Conference and will feature the country’s foremost collector of Chicano artwork, Mr. Richard “Cheech” Marin. Your sponsorship can make the difference in the success of our SAC students and our community.

So, please join us for brunch on April 25, 2018 and support our President’s Fund by sponsoring Chilaquiles con Cheech—the fund can only be sustained through the support of involved civic leaders like you.

Sincerely,



Dr. Robert Vela, Jr.
President, San Antonio College



alamo.edu/sac/FiestaBrunch

SAC Enrollment

- 20,000 students per semester
- 64% of students receive Financial Aid

Student Need

- 44% Housing Insecure
- 42% Food Insecure
- 11% Have Experienced Homelessness

President’s Fund

- **Current Fund Total:**
\$10,000
- **Fundraising Goals:**
Raise \$130,000 to serve 250 students.
- **Average Number of Students Awarded:**
20 in 2016-2017
- **Average Gift Amount:**
\$500 per student
- **Proceeds:**
100% go directly to SAC students.





The Event

The SAC Fiesta Brunch is part of the Multicultural Conference, an official Fiesta event, bringing writers, artists, musicians, scholars, and professionals together to illuminate multicultural issues within education and society.

This year's theme, keeping with the city's Tricentennial Celebration, is "300 Years of Encounters with Otherness."

The 2018 SAC Fiesta Brunch will feature guest speaker, Cheech Marin—an icon in the Latino community and one of the country's foremost collectors of Chicano art.

SAC FIESTA BRUNCH

Featured Guest: **Richard "Cheech" Marin**

Wednesday, April 25, 2018

10 a.m. to Noon

Pearl Stable, 307 Pearl Pkwy, San Antonio, TX 78215

Changing Lives

The SAC Fiesta Brunch fundraiser provides opportunities for community members to directly assist SAC students who are at-risk of dropping out of school, such as the students featured below.



Devin Abrahams | *Nursing*

"The \$1,000 President's Scholarship impacted my collegiate experience in an amazing way! [The scholarship] lightened the financial burden so that I could continue to strive for excellence in my nursing studies."



Luis Garza Santisteban | *Computer Science, Transfer to UTSA*

"Every day I wake up and tell myself I can do it...sometimes I have to fight these obstacles alone, but other times I have help. The \$500 President's Scholarship I received through the SACMEN Conference helped to pay for my tuition."



Mayra Garza | *Biology/Pre-Nursing, Transfer to UTHSA*

"As a student, I stress out every semester. The \$500 WE Conference Scholarship was the reassurance I needed to persevere through the tough times. The scholarship gave me much needed relief—it was the light at the end of the tunnel."

Sponsorship Opportunities

	PRESENTING \$15,000	CHAMPION \$10,000	ADVOCATE \$5,000	SUPPORTER \$2,500
	30 STUDENTS	20 STUDENTS	10 STUDENTS	5 STUDENTS
LOGO / NAME ON PRINTED/DIGITAL MARKETING MATERIALS	✓ (Logo and Company Name)	✓ (Logo and Company Name)	✓ (Company Name)	✓ (Company Name)
SOCIAL MEDIA RECOGNITION	✓	✓	✓	
MEDIA RECOGNITION	✓	✓		
VIP MEET & GREET IN GREEN ROOM	✓ (Qty: 10)	✓ (Qty: 5)	✓ (Qty: 2)	
AUTOGRAPHED BOOK	✓ (Qty: 10)	✓ (Qty: 5)	✓ (Qty: 2)	
AUTOGRAPHED PHOTO	✓ (Qty: 10)	✓ (Qty: 5)	✓ (Qty: 5)	
RESERVED TABLE FOR 10 ATTENDEES	✓ (Prominent)	✓ (Prominent)	✓	✓
RECOGNITION AT EVENT	✓ (Prominent)	✓ (Prominent)	✓	✓

*In-kind sponsorships will receive the respective sponsorship level based on the value of the donation.

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alamo.edu/sac/FiestaBrunch



SAC Fiesta Brunch Sponsorship Form

Thank you for choosing to make an investment in SAC students!

Please complete the below information and submit the form via email or mail to the following:

Email Address: sac-fiestabrunch@alamo.edu | **Phone Number:** (210) 486-0960

Mailing Address:

San Antonio College | ATTN: President's Office | 1819 N. Main Ave. | San Antonio, Texas 78212

If you prefer to complete this form online, please visit alamo.edu/sac/fiestabrunch.

Sponsor Information: (Provide name exactly as you would like for it to appear on all materials.)

Company/Organization Name: _____

Contact Person: _____ Title: _____

Email Address: _____ Phone: _____

Street: _____ City: _____ State: _____ ZIP: _____

Sponsorship Level: (please check one)

☐ **Presenting** (\$15,000)
30 Students

☐ **Champion** (\$10,000)
20 Students

☐ **Advocate** (\$5,000)
10 Students

☐ **Supporter** (\$2,500)
5 Students

☐ **Other** I am unable to sponsor at this time, but I would like to make a donation in the following amount: \$_____.

Please provide a high resolution logo (vector .ai or .eps format) as soon as possible for digital promotions and no later than March 31, 2018 for printed materials. Please email to sac-fiestabrunch@alamo.edu.

Payment Options: (please check one)

☐ **Check** You can mail the check to the address listed above.

☐ **Credit Card** Pay online at alamo.edu/sac/FiestaBrunch or complete the following.

Credit Card Information:

Credit Card Type: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express ☐ Other: _____

Credit Card #: _____ Expiration Date: _____

Name on the Card: _____ CVV#: _____

Street: _____ City: _____ State: _____ ZIP: _____

Cardholder's Signature: _____ Today's Date: _____

Thank you for your sponsorship and support!



alamo.edu/sac/FiestaBrunch

