

Sponsorship

o p p o r t u n i t i e s



THE
SCHOLARSHIP
ACADEMY

Ways to Support

The Scholarship Fair

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Camps

Scholarship Game Plan
"I am College Material"
Luncheons

The Scholarship Academy

The Scholarship Academy (TSA) specializes in breaking down the scholarship acquisition process into realistic terms for low-income/first-generation students.

TSA's mission is to be a higher education planning resource for high school and college students and assist them with securing both need- and merit-based scholarships to pursue higher education opportunities at accredited colleges, universities and technical institutions.

TSA was founded in January 2006 by Howard University graduate Jessica Johnson, who received over \$200,000 in scholarships. Our underlying strength is our ability to engage "everyday" students in youth entrepreneurship, exceptional community service endeavors, and leadership exploration to make vital connections between passions, service to others, and funding opportunities. We teach families to look beyond GPA, financial status and social backgrounds to explore core "eligibility enhancers" such as launching a business venture, or implementing an international service project to fill financial aid gaps with private scholarship options.



Why you should give

*Your support changes
young lives for the
better!*

“At The Scholarship Academy, we believe every student deserves the right to pursue a debt free degree”

According to the Gates Foundation, 70% of the students who drop out of college cite finances as the primary obstacle. Students leave college with student loan debt averaging \$25,000.

Early preparation and intense personal development are at the heart of The Scholarship Academy’s program initiatives. By equipping students with the necessary tools to recognize their “scholarship selling points” and engaging students in “activities that matter,” TSA assisted our students in securing over \$5 million in private scholarships. Nationwide TSA has impacted 10,000 families reducing student debt by \$14,000 annually.

As a sponsor you will make a meaningful difference in the lives of students far beyond their college education. These sponsorship opportunities offer valuable exposure and marketing opportunities to our network of over 2,500 households, the Atlanta community and nationally. Leverage your dollars to empower students to go to college and graduate without crushing debt.

The Scholarship Fair



The Scholarship Fair teaches students how to finance their college education through scholarships and how to showcase themselves before scholarship-granting organizations. The Fair introduces students to local and national scholarship opportunities, equips them with winning strategies, and challenges students to view themselves as college material.

PLATINUM SPONSOR \$10,000

- Support 2 Scholarship Fairs – Georgia and Washington D.C.
- Namesake Scholarship Award
- Speaking Opportunity & Photo during the scholarship presentation
- Prominent logo placement on our website, featured on event banners, t-shirts & scholarship check
- Acknowledgements via information station, press releases, public service announcements, social media marketing and e-blasts to our network of 2500 families
- Reserved Booth set-up
- Sponsor logo posters

GOLD SPONSOR \$5,000

- Namesake Scholarship Award
- Speaking Opportunity & Photo during the scholarship presentation
- Prominent logo placement on our website, featured on event banners, t-shirts & scholarship check
- Acknowledgements via information station, press releases, public service announcements, social media marketing and e-blasts to our network of 2500 families
- Reserved Booth set-up
- Sponsor logo posters

SILVER SPONSOR \$2,500

- Prominent logo placement featured on event banners, t-shirts & scholarship check
- Acknowledgements via press releases, public service announcements, social media marketing and e-blasts to our network of 2500 families
- Honorable mentions during the scholarship presentation
- Day-Of-Event Acknowledgements via information station
- Reserved Booth Set-Up
- Sponsor logo on posters

BRONZE SPONSOR \$1,000

- Day-Of-Event Acknowledgements via information station
- Reserved Booth Set-Up
- Sponsor logo on posters

Why It's important

100% College acceptance rate and a college enrollment rate of 98.5%

Hundreds of private scholarship awards ranging from \$500 - \$350,000

Scholarship Bootcamps



Our Scholarship Boot Camps are intense curriculum-based scholarship prep sessions designed to help students identify their scholarship profiles, increase awareness of local and national scholarships, successfully navigate the scholarship application process, and craft winning essays. This four-part series enables families to develop a comprehensive college funding plan.

4 – STAR SPONSOR \$6,000

- Sponsor logo and link on website
- Sponsor logo on Boot Camp materials
- Keynote Speaking Role at Boot Camp
- Sponsor Twelve student tuitions

3-STAR SPONSOR \$3,000

- Sponsor logo on Boot Camp materials
- Speak Role at Boot Camp
- Sponsor Six student tuitions
- Name listed on website

SPONSOR A STUDENT \$500

- Sponsor One student tuition
- Name listed on website



Pop-Up Scholarship Lab



Individual Scholarship Application Support – The Scholarship Academy will schedule quarterly pop-up labs (2 days of One-On-One Support) to allow students to complete several scholarship applications at once. Our staff will review and edit the most competitive awards to ensure maximum program results. Students who participate in the individual support will have an opportunity to serve as Scholarship Ambassadors, training others students and facilitating scholarship workshops throughout the campus. .

DOCTORATE SPONSOR \$10,000

- Sponsor logo on promotional materials to Universities
- Sponsor logo and link on website
- Sponsor 3 semesters of sessions

BACHELOR'S SPONSOR \$5,000

- Sponsor logo and link on website
- Sponsor 2 semesters of sessions

ASSOCIATE SPONSOR \$2,500

- Sponsor 1 semester of sessions
- Name listed on website

Why it's Important

The average guidance counselor only has 38 minutes to help students explore financial aid options

The Scholarship Academy students receive on-average 8 hours of intense scholarship prep support, etc



Ways to Support

LEADING SPONSOR \$7,500

- Sponsor logo and link on website
- Sponsor logo on materials
- Sponsor Fifteen Luncheons
- Speak to students at a Luncheon

MENTOR SPONSOR \$2,500

- Sponsor logo on materials
- Sponsor Five Luncheons
- Speaking Role at a Luncheon
- Name listed on website

LUNCHEON SPONSOR \$1,000

- Sponsor One Luncheon
- Speaking Role at a Luncheon
- Name listed on website



“I AM COLLEGE MATERIAL”

Luncheons

The Luncheons are designed to reach 1,000 minority high-school-aged male students each school year to raise awareness and assist with securing financial aid to attend college.

GOALS:

- To challenge black males to personalize their views on college access by linking them with black male college mentors to train them on core scholarship principles
- To increase the number of quality scholarship applications submitted by black male high school/college students via our Train the Trainer model
- To minimize the overall amount of student loan debt incurred by black males and re-define what "college material" looks like in urban communities

Train the Trainer Series



Through our 3-hour staff training our instructors will teach your organization how to look beyond GPA, financial status and social backgrounds to explore eligibility enhancers to fill financial gaps. The session explores opportunities for your program participants to help students break down the scholarship acquisition process into realistic terms. Our trained facilitators will teach college access providers how to guide students through the process of discovering their scholarship profiles, identifying tailored scholarship opportunities, and crafting “winning essays.”

The Train the Trainer Series provides an excellent opportunity for your sponsorship dollar to have additional long lasting impact, when paired with the sponsorship of one of TSA’s other initiatives.

Each participant will be able to:

- Increase the number of quality applications submitted by 50%
- Enhance student eligibility for national scholarship opportunities
- Streamline the scholarship search process to identify a realistic scholarship portfolio for each student (based on profile)
- Develop a Comprehensive List of “Good-Fit” Scholarship Options For Larger Groups of Students



Sponsorship Commitment Form

Company/Sponsor: _____

Contact Name: _____

Phone Number: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Sponsor Level: _____

Payment:

_____ Check Enclosed _____ Please send Invoice _____ Please charge to Credit Card

PayPAL

Reference Email: scholarshipacademy@gmail.com

(Select SEND MONEY option)

Credit Card Information:

_____ MC _____ Visa

Credit Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Please return completed forms to The Scholarship Academy:

50 Hurt Plaza, Atlanta, GA 30303

Email: inquiries@scholarshipacademy.org Phone: 470-355-1732

Thanks to Sponsors

like **you**

The Scholarship Academy makes a real impact.

Over \$5 million in private scholarships (average student GPA is a 2.7)

100% College Acceptance Rate and a College Enrollment Rate of 98.5%

Your sponsorship dollars, and our programs, allow our students reduce their college debt an average of **\$14,000**.