



FOUNDATION

**Community Partner Sponsorship Package
MiraCosta College**

About the Partners

MiraCosta College – Founded over 90 years ago, MiraCosta College is a public community college serving nearly 27,000 students in eleven communities throughout North County San Diego. MiraCosta College offers undergraduate degrees, university transfer courses, career-and-technical education, certificate programs, basic-skills education, and lifelong learning opportunities that strengthen the economic, cultural, social, and educational well-being of the communities it serves. The college represents an affordable and accessible gateway to higher education for historically marginalized and underserved populations in the region.

MiraCosta serves a diverse set of students. 44% are Latinx, and 26% are first-generation College students, being the first in their families to navigate higher education. 37% of MiraCosta students live in Oceanside, with the average age being 29.5 years old.

Over 50% of MiraCosta's students rely on financial aid, and 45% have been identified as being economically disadvantaged.

MiraCosta College Foundation's mission and vision is to promote the benefits of the college and secure resources that transform lives and educational opportunities for all.

Why Sponsor?

- **Reach new audiences:** Connect with the MiraCosta community, business leaders, influential citizens, and elected officials.
- **Support the local economy:** Know that your sponsorship provides vital funding for students to succeed here at MiraCosta and beyond as they prepare to enter the workforce.
- **Be recognized as a community leader:** Your partnership will support community growth, innovation, and education.

Community Partner Sponsorship Package

- ☐ **\$25,000 (support 5 events)**
- ☐ **\$20,000 (support 4 events)**
- ☐ **\$15,000 (support 3 events)**
- ☐ **\$10,000 (support 2 events)**
- ☐ **Other commitment \$_____**

Total Sponsor Commitment: \$_____

Calendar of Events

Community

Community Leaders' Breakfast: Report to the Region

The MiraCosta College Community Leaders Breakfast – Report to the Region is held annually every October and brings together approximately 250 community and civic leaders, friends of the college, faculty, staff, students, and other interested district residents. The breakfast's focus is the college's economic impact on the region, introducing the college's annual report, and the future of MiraCosta College's academic plan. The breakfast also features student success and concludes with recognizing a local business or community member with the Philanthropist of the Year Award.

Estimated attendance: 250

Post recognition: 55,000 individuals via email and social media

Alumnipalooza

MiraCosta College Alumni Association has launched an all-inclusive alumni event, Alumnipalooza, which will highlight and celebrate all alumni. Alumni will be invited back to campus to network and be engaged with their alma mater. More than 6,000 alumni, along with influential community and college leaders and elected officials, are invited to celebrate with MiraCosta College and the Alumni at this celebratory event.

Estimated attendance: 200

Post recognition: 55,000 individuals via email and social media

Annual Scholarship Awards Celebration

This annual celebration brings together more than 100 scholarship recipients, MiraCosta College administrators, board members, donors, distinguished community members, family, and friends to encourage students to continue their successes here at MiraCosta and beyond as they prepare to enter the workforce.

Estimated attendance: 100

Post recognition: 55,000 individuals via email and social media

Faculty and Staff

All College Day – Flex Week

Twice yearly, MiraCosta College hosts faculty at the All-College Day event, highlighting MiraCosta College's success, areas of support for students and other vital information to help guide, focus, and align the College with its mission, vision, and values.

Leading up to All College Day, Flex Workshops are held for professional development opportunities for faculty and staff participation. Workshops are also held throughout the semester, are hour-long, and include supporting student success, DEI, technology development, personal growth, and many other topics.

Sponsors are invited to host workshops and participate in Flex Week, which is focused on faculty and staff. The workshop can be hosted via Zoom or in person.

Payroll Appreciation

Each year, faculty, staff, and administrators demonstrate their belief in higher education by participating in payroll giving in support of our students striving to achieve a higher education. As students' needs grow, so do the opportunities for faculty, staff, and administrators to give. A matching gift incentive will significantly increase participation in these efforts.

In February, the MiraCosta College Foundation recognizes and appreciates payroll employee donors by delivering cookies on or around Valentine's Day.

Classified Professional Development

Monthly throughout the year, Classified Professionals are offered professional development opportunities that center around five focus areas:

Professional Excellence and Service. Inclusive and Supportive Campus Environment. Personal and Career Growth. Operational Efficiency and Adaptability. Compliance and Conflict Management.

Student

Dia De Los Muertos

Please join MiraCosta College's MiGente council, students, faculty, and staff to celebrate, learn, and honor loved ones and ancestors who have gone before us at the Annual Día de los Muertos event. This event will bring together the community, creating a celebration centered in indigenous Mexican, Latinx, and Chicax culture and history, and will include altar-making workshops, cooking classes, performances, and more.

Estimated attendance: 200

Post recognition: 55,000 individuals via email and social media

Biomanufacturing Bachelor's Degree Program Graduation

This event is an opportunity to highlight the success of the biomanufacturing program at MiraCosta College and, more importantly, celebrate the program's students.

Join MiraCosta College in this exciting time that celebrates our biomanufacturing students and provides them with direct contact with key partners in the biotech industry.

Estimated attendance: 100

Post recognition: 55,000 individuals via email and social media

Monthly Tabling Activities

Activities to get in front of 27,000 students

- Welcome Fest
 - Hosted in July, Welcome Fest invites new MiraCosta students to dive into career exploration opportunities to help find the path that's right for them. Students can connect with campus departments, programs, and resources while enjoying free food and music.
- Monthly tabling:
 - [CARE Food and Resource Market](#)
 - Oceanside Campus: 2nd Tuesday, 1-2 p.m.
 - Community Learning Center: 3rd Wednesday, 1-2 p.m.
 - Latinx Hour on the lawn
 - Oceanside Campus: every Wednesday, 12-1:30 p.m.

Select the events to support

Community

- ☐ Community Leaders Breakfast: Report to the Region
- ☐ Alumnipalooza
- ☐ Annual Scholarship Awards Celebration

Faculty and Staff

- ☐ All College Day
- ☐ Payroll Appreciation
- ☐ Classified Professional Development

Student

- ☐ Día de Los Muertos
- ☐ Biomanufacturing Bachelor's Degree Program

Monthly Tabling

- ☐ Welcome Fest
- ☐ CARE Food and Resource Market
- ☐ Latinx Hour on the Lawn

Promotional Elements for Sponsorships

- Event tabling opportunities
- On-campus presentations to students
- President Circle Membership - access to the College President
- Networking opportunities with Administrators, faculty, and staff
- Pre- and post-event publicity to 55,000 individuals
- Inclusion in press releases to more than 100 community and social outlets
- Company name/logo placed on promotional materials
- Inclusion in the event and table signage
- Public recognition
- Listed at the Foundation website with a live link to your website
- Inclusion in social media releases, visible to more than 38,000 followers