

*The Ninth Annual  
Independent College Fund of Maryland*

*E*VENING OF  
*Excellence*  
Celebrating 58 Years of Leadership,  
Value & Distinction

**2012 SPONSORSHIP OPPORTUNITIES**

**GOUCHER COLLEGE**  
Education without boundaries



## Evening of Excellence

For over 58 years the Independent College Fund of Maryland (the I-Fund) has created partnerships between the private sector and the state's independent colleges to ensure a balanced system of higher education that produces quality minds for Maryland's future.

Each year The I-Fund commemorates these partnerships with an "Evening of Excellence." The dinner honors individuals and organizations who support the efforts of the I-Fund. The event recognizes an outstanding businessperson who embodies the values of independent liberal arts education and whose activities in the community exhibit a commitment to higher education. This individual receives The I-Fund Board of Directors Leadership Award.

The I-Fund is a group of independent liberal arts colleges and universities working with the private and public sectors to improve educational opportunities for students with financial need; to increase awareness of the value of liberal arts education and its capacity to develop leaders for the 21st century; and to find creative solutions to some of Maryland's most pressing educational and social challenges.

To realize its mission, the I-Fund convenes leaders from higher education, government, business and the community to pursue a variety of focused scholarships and programs, including the prestigious Leadership Scholarship, to which the Evening of Excellence is dedicated.

Proceeds from the Evening of Excellence are allocated to the Leadership Scholarship at each of our ten member colleges, which is awarded to students who excel academically and demonstrate leadership potential on campus and in the community.

## Member Colleges

Goucher College • Hood College • Johns Hopkins University  
Loyola University Maryland • McDaniel College  
Mount St. Mary's University • Notre Dame of Maryland University  
St. John's College • Stevenson University • Washington College

## Leadership Scholarship Fund

Right now, the men and women who will lead Maryland in the coming decades are studying at the member colleges and universities of The I-Fund: independent liberal arts institutions that communicate the values, knowledge and skills essential to a lifetime of service to business and community. The I-Fund believes it is vitally important to identify and support these students so that they can achieve educational and personal success. Increasing access to higher education is one of the best ways we have to accomplish this goal. Each year, the presidents of our member institutions select one student with financial need who has excelled academically and has demonstrated the potential for leadership on campus or in the community. Each of these 10 students receives a \$5,000 "Leadership Scholarship," which is named annually in honor of an individual whose commitment to Maryland and higher education is reflected in his or her personal and professional life.

The Leadership Award recipient is recognized at the Evening of Excellence along with the students who have received scholarships in his or her name. This event is attended by our college presidents as well as over 200 business leaders.



*Mr. Lou Cestello, Regional President Greater Maryland PNC, pictured with Leadership Scholars at the 2010 Evening of Excellence*

# I-Fund Evening of Excellence Sponsorship Opportunities

## PLATINUM SPONSOR – \$10,000

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Company will be “exclusive” lead sponsor and will be presented with an award
- ◆ Prominent company recognition on all event promotional materials
- ◆ Audio visual display recognizing company
- ◆ Company name prominently placed on program cover
- ◆ Company promotional brochure placed at each guest setting
- ◆ Company will receive a special tribute during the program
- ◆ Company recognition at the event through public announcement three times throughout the program
- ◆ Company name prominently displayed on sponsor board at registration desk and at cocktail reception promoting event sponsors
- ◆ Company spokesperson will have the opportunity to make a short address
- ◆ Company will receive a list of names and addresses of all attendees at the event for follow-up marketing opportunities
- ◆ Link to company website from I-Fund website for one year
- ◆ Company name in all press releases, print and broadcast ads and other media
- ◆ Personal introduction to college presidents by the Chairman of The I-Fund
- ◆ Complimentary table of 10 in premier VIP location at the event

## GOLD SPONSOR – \$7,500 (two available)

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Prominent company recognition on all event promotional materials
- ◆ Audio-visual display recognizing company
- ◆ Company name placed on program cover
- ◆ Company recognition at the event through public announcement two times throughout the program
- ◆ Company name prominently displayed on sponsor board at registration desk and at cocktail reception promoting event sponsors
- ◆ Link to company website from I-Fund website for one year
- ◆ Company name in all press releases, print and broadcast ads and other media
- ◆ Personal introduction to college presidents by the Chairman of The I-Fund
- ◆ Complimentary table of 10 in premier location at the event

## SILVER SPONSOR – \$5,000

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Prominent company recognition on all event promotional materials
- ◆ Audio visual display recognizing company
- ◆ Company name placed in program
- ◆ Company recognition at the event through public announcement at beginning and end of program
- ◆ Company name prominently displayed on sponsor board at registration desk and at cocktail reception promoting event sponsors
- ◆ Link to company website from I-Fund website for six months
- ◆ Company name in all press releases, print and broadcast ads and other media
- ◆ Six complimentary admissions to the event

## BRONZE SPONSOR – \$2,500

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Company name in all event promotional materials
- ◆ Company name placed in program
- ◆ Company recognition at the event through public announcement at beginning and end of program
- ◆ Company name prominently displayed on sponsor board at registration desk and at cocktail reception promoting event sponsors
- ◆ Company name in all press releases, print and broadcast ads and other media
- ◆ Four complimentary admissions to the event

## BLUE & WHITE SPONSOR – \$1,000

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Company name printed in program
- ◆ Company recognition at the event through public announcement at beginning of program
- ◆ Company name prominently displayed on sponsor board at registration desk and at cocktail reception promoting event sponsors
- ◆ Two complimentary admissions to the event

## COCKTAIL RECEPTION SPONSOR – \$1,500 (one available)

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Company name printed in program
- ◆ Company recognition at the event through Company name prominently displayed on sponsor boards at registration desk and in cocktail reception area promoting event sponsors
- ◆ Two complimentary admissions to the event

## DESSERT SPONSOR – \$1,000 (one available)

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Company name printed in program
- ◆ Company recognition at the event through Company name prominently displayed on Dessert Station and sponsor board promoting event sponsors at registration desk
- ◆ Two complimentary admissions to the event

## SCHOLARS SPONSOR – \$750 (five available)

*Sponsorship at this level entitles sponsoring company to the following:*

- ◆ Company name printed in program
- ◆ Company recognition at the event through Company name prominently displayed on sponsor board at registration desk promoting event sponsors
- ◆ One complimentary admission to the event

## “IN-KIND” GOODS AND SERVICES

In-kind contributions are encouraged for goods and services that the Evening of Excellence Committee deems essential to the success of the event. In-kind contributions are credited to sponsorship according to the value of the goods or services provided. Event management and sponsor will jointly determine and agree as to the value of such “in-kind” contribution and the level of sponsorship.

*The Independent College Fund of Maryland is an approved 501(c) (3) non-profit organization.  
FEIN: 52-0692469*

## Event Details

<b>Date:</b>	Wednesday, February 8, 2012
<b>Location:</b>	The Athenaeum Goucher College Towson, MD
<b>Time:</b>	5:30 p.m. Cocktail Reception 6:30 p.m. Dinner
<b>Benefiting Charity:</b>	The Independent College Fund of Maryland. Proceeds from the Evening of Excellence support the Leadership Scholarship Fund.
<b>Sponsor Deadline:</b>	January 20, 2012
<b>I-Fund Office:</b>	3225 Ellerslie Avenue, Suite C160 Baltimore, MD 21218
<b>Staff:</b>	Becky Cavey, Bookkeeper Rick Haberstick, Executive Director Diane Hartke, Development Associate Eric Hough, Office Administrator/Database Manager Lori Subotich, Director of Programs & Scholarships
<b>Website:</b>	I-Fundinfo.org

*To sponsor complete the enclosed form and return to The I-Fund with payment or pledge.*

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*The I-Fund:  
Fueling  
Maryland's  
Economic  
Engine with  
Financial  
Support for  
Independent  
Higher  
Education*

Since the first distribution of funds in 1954, The Independent College Fund of Maryland has raised more than \$27 million in support of its member colleges. These funds have provided scholarships for students who might not otherwise have had the opportunity to attend college and it has provided critical general operating support for member colleges, which has allowed them to remain competitive, maintain a standard of excellence and train leaders for Maryland's future.

## our vision

To teach the next generation of leaders to think critically and creatively; to impart an appropriate set of values; to expose them to the best of our past in literature, history, the arts and sciences; to teach them to communicate effectively, and to help them graduate with the skills essential to their chosen professions and a desire to continue learning throughout life.



**Independent College Fund**  
*of Maryland*

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