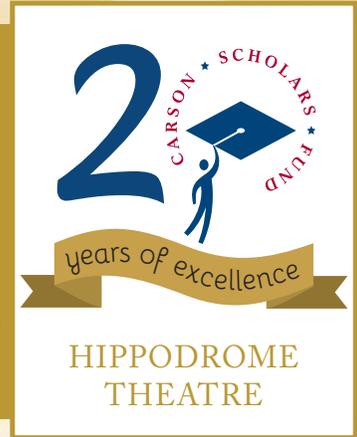


20TH ANNUAL  
*Awards Ceremony*  
EST. 1996

**SPONSORSHIP OPPORTUNITIES**

APRIL 10, 2016 • BALTIMORE, MD



**HIPPODROME  
THEATRE**



# OUR 20th Anniversary

Nearly 20 years ago, a young brain surgeon and his wife dreamed of an educational structure that held its most gifted minds in high esteem. They imagined a system where high academic achievers are recognized and giving back to one's community is valued. They envisioned an educational environment where bright students with character are school leaders. Their vision, the Carson Scholars Fund, has fulfilled its promise as a national educational catalyst for change. This 20 year anniversary marks an important milestone for the organization as we look back at our incredible heritage of accomplishments.

CSF's legacy lies less in numbers than in its influence in providing encouragement for emerging leaders. With each gifted mind and individual that we touch, we are inspiring a promising future. At the start of our 20th anniversary year, we introduced the first ever Carson Scholars "Top 20 Under Thirty" Hall of Fame, a year-long celebration of individuals whose lives and careers are an integral part of the Fund's history.

We ask that you join us in celebrating our biggest and best year yet – our 20th Anniversary – by supporting our amazing scholars on Sunday, April 10, 2016 at the Hippodrome Theatre in Baltimore for the Maryland Awards Ceremony.





# A Message From The Carsons



How wonderful it is to be reflecting on this huge milestone for the Carson Scholars Fund! Our 20th Anniversary is a celebration of our journey - honoring our legacy, embracing who we are today and anticipating the

exciting future ahead. Twenty years provides perspective. The Carson Scholars Fund has changed dramatically over the years thanks to profound national expansion and an active alumni network. Still our mission continues to remain the same. Our goal has always been to recognize student role models both in the classroom and community, and to reinforce and encourage their future as a leader.

Over the past twenty years, not only have we celebrated nearly 7,000 academic superstars at our award banquets, we have also honored significant adult role models. These honorees have included Jerome Bettis, James Brown, Sonya Carson, Tony Dungy, Bill Gates, Sr., Dr. Nancy Grasmick, Wynton Marsalis, General and Mrs. Colin Powell, Jim Sinegal, and Chris Wallace, to name a few.

We would like to take this opportunity to thank the generous donors, board members, staff, families, educators and partners who have worked with us to make these last 20 years remarkable. We promise to meet and exceed the expectations our history has set, while nurturing our dream of a Carson Scholar in every school.

Thank you again for making a commitment to encourage and reward academic excellence in our youth and for helping us THINK BIG. Happy 20th Anniversary to the Carson Scholars Fund and here's to another 20 years!

Handwritten signature of Ben Carson in black ink.

Ben Carson, M.D.  
Co-Founder

Handwritten signature of Candy Carson in black ink.

Candy Carson  
Co-Founder

## About the Carson Scholars Fund



In 1996, the first year that scholarships were awarded, 25 deserving students were recognized as Carson Scholars. Through the generosity of our donors and partners, we are now able to award more than 500 scholarships annually. In total, we have awarded more than 6,700 scholarships across the country. More than 2,000 Carson Scholars have been recognized for their academic and humanitarian achievements in multiple years. Our

scholars come from all across the country and our award winners currently represent all 50 states and the District of Columbia.

At the start of our 20th anniversary season, we introduced the first ever Carson Scholars Fund Hall of Fame, a year-long celebration of individuals whose lives and careers are an integral part of the Fund's history. Carson Scholarship winners have attended more than 500 colleges and universities and have received more than \$4.2 million in scholarship funds to help finance their education.



## *Entertainment \$50,000*

*This sponsorship underwrites the entertainment for the celebration.*

- Premium seating in the Hippodrome Theatre for 10 guests.
- 10 tickets to VIP reception.
- Full-page advertisement (inside front cover) in the Awards Program Book.
- Company name and logo displayed on video screens.
- Recognition in all media and print as the Entertainment Sponsor.
- Recognition on 2 large Awards Ceremony "Thank You" signs displayed at entrances.
- Recognition announcement before entertainment performance.



## *Valedictorian \$25,000*

*This sponsorship underwrites the Awards Ceremony closing (balloon drop).*

- Support of 6 Carson Scholars.
- Premium seating in the Hippodrome Theatre for 10 guests.
- 10 tickets to the VIP reception.
- Full-page advertisement (inside back cover) in the Awards Program Book.
- Recognition in all media and print as an event sponsor.
- Company name and logo displayed on video screens.
- Recognition on 2 large Awards Ceremony "Thank You" signs displayed at entrances.



## Doctoral \$20,000

*This sponsorship underwrites a commemorative gift for scholars.*

- Support of 5 Carson Scholars.
- Premium seating in the Hippodrome Theatre for 8 guests.
- 8 tickets to VIP reception.
- Full-page advertisement in the Awards Program Book.
- Recognition in all media and print as an event sponsor.
- Company name and logo displayed on video screens.
- Recognition on 2 large Awards Ceremony “Thank You” signs displayed at entrances.

## Salutatorian \$15,000

- Support of 4 Carson Scholars.
- Premium seating in the Hippodrome Theatre for 6 guests.
- 6 tickets to VIP reception.
- Full page advertisement in the Awards Program Book.
- Recognition in all media and print as an event sponsor.
- Company name and logo displayed on video screens.
- Recognition on 2 large Awards Ceremony “Thank You” signs displayed at entrances.



## *Master's Degree \$10,000*

- Support of 2 Carson Scholars.
- Premium seating in the Hippodrome Theatre for 6 guests.
- 4 tickets to VIP reception.
- Full-page advertisement in the Awards Program Book.
- Recognition in all media and print as an event sponsor.
- Company name and logo displayed on video screens.
- Recognition on 2 large Awards Ceremony "Thank You" signs displayed at entrances.

## *Ring of Honor \$7,000*

*This sponsorship underwrites 20 Exclusive Hall of Fame onyx rings for each of the "Top 20 Under Thirty" Alumni Scholars.*

- Premium seating in the Hippodrome Theatre for 2 guests.
- 2 tickets to VIP reception.
- Full-page advertisement in the Awards Program Book.
- Recognition on 2 large Awards Ceremony "Thank You" signs displayed at entrances.

## *Bachelor's Degree \$5,000*

- Support of 1 Carson Scholar.
- 4 tickets to the Awards Ceremony.
- 2 tickets to VIP reception.
- Half-page advertisement in the Awards Program Book.
- Recognition on 2 large Awards Ceremony "Thank You" signs displayed at entrances.





Our "Top 20 Under Thirty" Hall of Fame members, who will be honored at the Annual Awards Ceremony.



## *Portrait Sponsor \$4,000*

*This sponsorship underwrites 20 Exclusive Hall of Fame gold-gilded framed portraits representing each of the "Top 20 Under Thirty" Alumni Scholars.*

- 2 tickets to the Awards Ceremony.
- 2 tickets to VIP reception.
- Half-page advertisement in the Awards Program Book.
- Recognition on 2 large Awards Ceremony "Thank You" signs displayed at entrances.

## *Associate's Degree \$2,500*

- 2 tickets to the Awards Ceremony.
- 2 tickets to VIP reception.
- Half-page advertisement in the Awards Program Book.



## *Mortarboard \$1,000*

- 2 tickets to the Awards Ceremony.
- Quarter-page advertisement in the Awards Program Book.

## *Diploma \$500*

- 2 tickets to the Awards Ceremony.



## *Other Giving Opportunities - Advertisements*

- \$500 Full-page ad 6.25" x 9.25"
- \$350 Half-page ad 6.25" x 4.5"
- \$200 Quarter-page ad 6.25" x 2.125"
- \$50 Congratulatory Greeting 3-line maximum

All advertisements are in color  
EPS or PDF format preferred  
Deadline: March 25, 2016

Email all artwork and ads to [jweisgal@carsonscholars.org](mailto:jweisgal@carsonscholars.org)

Our Awards Ceremony provides exposure to a captive audience of over 2,000 potential customers.

To purchase a sponsorship for the 20th Anniversary Awards Ceremony, visit our website at [www.carsonscholars.org](http://www.carsonscholars.org) or contact Jo Weisgal at [jweisgal@carsonscholars.org](mailto:jweisgal@carsonscholars.org) or 410-828-1005.



