CELEBRATION
STAR 50TH PRESENTING PARTNER:
AT&T
OFFICE OF MINORITY AFFAIRS & DIVERSITY
PARTNERSHIP PACKAGE
MAY 13, 2020
JOIN US IN THIS SPECIAL ANNIVERSARY YEAR!
EXCITING LIVE AUCTION!
MEET OUR STUDENTS!
Friends of Educational Opportunity Programs Present:

CELEBRATION 2020

Celebration features the outstanding achievements, inspiring stories and academic success of our students. As the UW’s signature event to support diversity, Celebration also raises funds for EOP students and recognizes the Charles E. Odegaard Award recipient. Here we create connections within our community of corporate partners, individuals, philanthropists, sovereign nations and with our students. By celebrating the Odegaard Award recipient, we honor an inspirational community member who is an example to us all.

Wednesday, May 13
Husky Union Building
5 P.M. – Reception
6 P.M. – Program and Dinner

The mission of OMA&D
The University of Washington Office of Minority Affairs and Diversity (OMA&D) works to increase diversity on campus and enrich the collegiate experience of all UW students, faculty and staff. OMA&D is dedicated to supporting academic excellence and undergraduate student achievement at the UW. OMA&D offers one-to-one advising and assistance to UW students, particularly students from low-income families, students who will be the first in their family to graduate from a four-year college, and underrepresented minority students.

Our FEOB Board:
Established in 1971, the Friends of Educational Opportunity Programs (FEOP) Board promotes academic excellence for underrepresented, educationally and economically disadvantaged students. The board serves as an advisory pipeline between the OMA&D and the community, and provides counsel to the vice president and chief diversity officer on resource development and diversity initiatives. FEOP joins OMA&D in selecting the Charles E. Odegaard Award and student scholarship recipients, in addition to serving as host for our yearly Celebration.
2020 is a milestone year where we highlight the 50th anniversary of Celebration. This is a great year to celebrate the continued impact and importance of diversity and inclusion on the UW’s campus.

Who attends?:
Each year almost 500 guests join us to honor the community of UW, OMA&D and EOP student supporters. Guests include a range of UW internal and Corporate external partners. External partners for 2019 included community groups, corporations, foundations and other local partners. Recent corporate partners include:

- Wells Fargo
- BECU
- F5
- HashiCorp
- Battelle
- Coca-Cola
- Alaska Airlines
- UPS
- Starbucks
- The Bill and Melinda Gates Foundation
- Sound Credit Union
- Urban League of Metropolitan Seattle
- Sea Mar Community Health Centers
- World Justice Project
- Enterprise Foundation
- The Tulalip Foundation

Key UW guests each year include President Cauce, Provost Richards, UW Distinguished Regents, Deans of UW Colleges and Units, members of the UW Foundation Board, government officials and faculty. Other internal supports present at Celebration 2019 were:

- Foster School of Business
- School of Public Health
- Intellectual House
- College of Education
- Center for American Indian and Indigenous Studies
- Office of Student Life

Who is honored?
Each year a member of our extended community is honored for their commitment to diversity and leadership. The honoree’s work sustains the former UW President’s (Charles E. Odegaard) distinguished work on behalf of diversity at the UW with the distinguished Odegaard award – recent winners include:

2019 Marvin Oliver
2018 Ricardo S. Martinez
2017 Joanne and Bruce Harrell
2016 Richard A. Jones
2015 Colleen Fukui-Sketchley
2014 Denny Hurtado
2013 Rogelio Riojas
2012 Gertrude Peoples
2011 Assunta Ng
2010 Nelson Del Rio
The Importance of Celebration

OMA&D’s annual fundraising gala is the largest Celebration of Diversity on campus. Guests hear directly from students on how scholarships and EOP programming (including advising and tutoring) enable them to succeed at UW and in their educational pursuits. Each year through partnerships, a small auction and a raise the paddle we raise of $350,000 per year for students. This funding supports first generation, low income and underrepresented minority students.

The primary goal of the event is to increase awareness and fundraise for scholarship support of the most underserved populations of our state. Other goals include:
- Bringing the community together to support low-income, first generation, and under-represented minority students.
- Connecting campus partners, corporate partners, UW leadership, community members, and UW EOP students at the largest diversity gala on campus.
- Allowing corporate and community partners a chance to meet students and witness, first hand, the caliber of students graduating from UW.
- Honoring President Cauce’s commitment to the UW’s Race and Equity Initiative and holding Celebration as a key element in helping eliminate biases and improve our university culture.

The Celebration Experience

Scenes from Celebration 2019!
## CELEBRATION 2020 Partnership Levels & Recognition Benefits

<table>
<thead>
<tr>
<th></th>
<th>SOLD OUT Exclusive Star 50th Presenting Partner $75,000+</th>
<th>Corporate Presenting Partner $50,000+</th>
<th>Community Presenting Partner $35,000+</th>
<th>Diamond Partner $20,000+</th>
<th>Platinum Partner $10,000+</th>
<th>Gold Partner $5,000</th>
<th>Silver Partner $3,000</th>
<th>Bronze Partner $1,500</th>
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<tbody>
<tr>
<td>Celebration 50: Presented by (your name here) on all event materials</td>
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<td>Opportunity to provide a small branded gift to Recognition scholars at event</td>
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<td>Provides support to EOP students through funding IC Tutor Hours</td>
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<td>Provides EOP scholarships benefiting low-income, first-generation and underrepresented minority students</td>
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<td>Seats at <em>Celebration 2020</em></td>
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<td>On stage visual recognition</td>
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<td>As space allows, the opportunity to host a student scholarship winner at your table</td>
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<td>Support of EOP services and events benefiting low-income, first-generation and underrepresented minority students</td>
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* Please note that if you do not fill your allotted seats, students or other guests may be seated at your table. For more information, please contact Daya Terry, 206.616.2492, wnmterry@uw.edu.

**If you are unable to supply a custom advertisement by the deadline the printed program will include recognition of your partnership with your logo and a thank you message.