Connect with the OMA&D community to join the largest celebration of diversity across the University of Washington.
Friends of Educational Opportunity Programs Present:

**CELEBRATION 2021**

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 Educational Opportunity Program (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.

**Evening of Wednesday, May 12**

*Online Event*

**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 FEOP 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.

**THE FRIENDS OF EOP BOARD OF TRUSTEES**

Barbara Lord MacLean  
Boeing (retired)  
*President*

Anthony Sanchez  
Wells Fargo  
*Vice President*

Rickey L. Hall  
UW Vice President for Minority Affairs & University Diversity Officer

Emile Pitre  
UW Director of the IC (retired)  
Parliamentarian/Senior Advisor

Alexander Ainsley,  
Merrill Lynch Wealth Management

Ashley Brown, Cooley LLP

Jarrod Da, Snoqualmie

Sean Daniels, Muckleshoot Indian Tribe

Jose Daniel Gonzalez, Microsoft

Moshe Hecht, City of Seattle

Heather Lingbloom, Swedish Edmonds (retired)

Geoffery McKenzie, UPS

R. Omar Riojas, Goldfarb & Huck Roth Riojas, PLLC

Jorge Roberts, AvPORTS

Stephen Robinson, Seattle Foundation

Shirin Soleman, Nordstrom

Mary Jane Topash, Tulalip Tribes

Dr. Millie Russell (emerita)

_In memoriam: Dr. Gabriel Gallardo_

Interested in joining the FEOP board? Please contact Joaquin at jbcapar@uw.edu
The Importance of Celebration

OMA&D’s annual fundraising event 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, an online auction and a raise the paddle, we raise scholarship funding 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 underrepresented minority students.
- Connecting campus partners, corporate partners, UW leadership, community members, and UW EOP students at the largest diversity gala on campus.
- Supporting connectivity of corporate and community partners with OMA&D students and to invite partners to share in the firsthand impact stories from high caliber 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 diverse university culture.

Join others in our community who are committed to diversity and equity across our region.

What visibility can I expect as a partner?

Partners are acknowledged online and throughout the publication of our event. Partners with commitments over $5,000 receive increased visibility through an online presence and social media outreach to share your commitment to OMA&D. These include the OMA&D website, Facebook, Twitter etc. The Celebration video is then shared with our wide community of 25,000 members. Partners are encouraged to share their own commitment within their organizations and will be provided a Proud Partner of OMA&D logo.

**Video recognition**: Logo placement through our student video has wide outreach: the importance of our students at the heart of our work. See [last year’s video here](https://www.youtube.com).

**Gratitude report**: Donors are acknowledged in this special report to reflect on the importance of our students at the heart of our work.
Who does OMA&D serve?
This year the UW welcomed a record 1,586 American Indian and other underrepresented freshmen students to campus this fall, representing 22.6% of the incoming freshman class. OMA&D serves over 6,000 students across UW.

How will my financial support impact students?
We rely on our generous community to provide scholarship funding for our high-achieving academic students who have overcome significant adversity. Your investment allows our students to leave the University with little or no debt and know that our community is there for them.

Who typically engages with OMA&D at Celebration?
Celebration has a strong tradition of over 50 years. This commitment to create an event each May has continued to serve students, create community connections, reaffirm our community’s commitment for students furthest away from a college degree and welcome our former OMA&D students back to our community.

Connect with Daya to learn more about Celebration
Associate Director of Advancement, OMA&D
wnmterry@uw.edu
# CELEBRATION 2021

## Partnership Levels & Recognition Benefits

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<tr>
<th></th>
<th>Sold Out Exclusive Star 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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<td>Star Presenting Partner: Presented by (your name here) on all event materials and social media</td>
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<td>Acknowledgement at the beginning of the Celebration Scholars Video (played at Celebration)</td>
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<td>Opportunity to provide a small branded gift to Recognition scholars prior to the event</td>
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<td>Acknowledgement in the Celebration Scholars Video</td>
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<td>Watch the 2020 Video here.</td>
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<td>Social Media acknowledgment of your partnership w/ logo</td>
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<td>Acknowledgement of your company on the website w/ logo</td>
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<td>Acknowledgement of your company on the website</td>
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<td>Commemorative program advertisement **</td>
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<td>Provides EOP funding benefiting low-income, first-generation and underrepresented minority students</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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For more information, please contact Daya Terry, 206.616.2492, wnterry@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.
CELEBRATION

We are truly grateful for our OMA&D Celebration Partners!

STAR 50th PRESENTING PARTNER $75,000+

AT&T

CORPORATE PRESENTING PARTNER $50,000+

HashiCorp

DIAMOND PARTNERS $20,000+

Wells Fargo

PLATINUM PARTNERS $10,000+

Bill & Melinda Gates Foundation

World Justice Project

UPS

Starbucks

Alaska Airlines

BECU

GOLD PARTNERS $5,000+

Coca-Cola

Hugh and Jane Ferguson Foundation

Lorne Murray, MD

Sea Mar Community Health Centers

Snoqualmie Indian Tribe

UW Alumni Tours

W