OUR SCHOLARS ARE

First generation college-going students
- The first in their families to go to college

From under-resourced communities
- Scholars span across 77 neighborhoods in the city

Low-income
- Scholars meet a financial need to attend college

Academically ambitious
- Average Scholar GPA is 3.0+

Leaders
- They show grit and other intangible qualities
Our Newest Class Representation

Black/African-American, 31%
Hispanic/Latino, 50%
Asian, 10%
Multicultural, 4%
White, 4%
Another Ethnicity, 1%
Hawaiian/Pacific Islander, 0.2%

We Dream Big

114 High Schools
600+ Scholars
72 Communities
Average GPA of 3.57
High school seniors beginning their college choice journey
114 High Schools

Male, 36%
Female, 63%
Another Gender, 0.7%
What We Believe – Even in the time of COVID

• Our Scholars’ zip codes should not determine their life outcomes
• Our Scholars are resilient and capable
• Our Scholars thrive when they find community
• Our Scholars are not in the same boat as their peers
ScholarCon
LEADING FOR REAL CHANGE
FRIDAY, JULY 17, 2020
9:30A.M. - 3:30P.M.
ScholarCon is a day to celebrate and elevate the leadership of our Scholars and stakeholders and a way to continue to center the needs and voices of our Scholars by providing content to best support them as they lead during this global pandemic.

The goal of ScholarCon is a half-day virtual safe space highlighting the story of Chicago Scholars while providing opportunities for the personal and professional development of our Scholars and Alumni.

Sessions include industry-specific panel presentations, brand-building, resume support, college exploration, career development sessions, and health and wellness.
Can We Count on You?

Chicago Scholars respectfully requests your sponsorship of our first ever ScholarCon

Your sponsorship will help raise funds for programming that occurs over our 7-year model including our mentor program. Chicago Scholars is a 501C3 and your contribution is tax deductible.

You will receive brand exposure to a community of 1,000 Scholars in high school and college, young professionals starting their careers, and exposure to more than 4,000 individuals through our social media.
## Sponsorship Benefits and Levels

<table>
<thead>
<tr>
<th>Senior-$1,000</th>
<th>Junior-$500</th>
<th>Sophomore-$250</th>
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<tbody>
<tr>
<td>• Name/Logo in our bi-monthly e-newsletter sent to 8,500 supporters</td>
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<td>• Social Media mention on the day of the event</td>
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<td>• Banner Sponsor in Guidebook Event App (max 3)</td>
<td>• Social Feed sponsor in Chicago Scholars Event App</td>
<td>• Promotional spot in 1 session within the Chicago Scholars Event App</td>
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<td>• Promotional spot in 3 sessions within the Chicago Scholars Event App</td>
<td>• Promotional spot in 2 sessions within the Chicago Scholars Event App</td>
<td>• Brand exposure to a community of 1,000 Scholars in high school and college, young professionals starting their careers, and exposure to 4,000 individuals through our social media</td>
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<td>• Featured promotional spot before a monthly Scholar workshop</td>
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Guidebook App Metrics – Post Event

- **Banner views**: Data on the number of impressions the sponsor received
- **Banner Clicks**: Data on the number of impressions that converted into interested leads
- **Content Interactions**: Data on the number of users that interacted with sponsored content in the app
Thank you for your partnership!