



Santa Clara County  
Office of Education



# TEACHER RECOGNITION CELEBRATION

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A Santa Clara County tradition for over 50 years, the Teacher Recognition Celebration, is the oldest and largest celebration of teachers in California. Hosted by the Santa Clara County Office of Education, the most prestigious local award is given to classroom teachers, each selected by their respective school districts.

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## **SPONSORSHIP OPPORTUNITIES**

The SCCOE celebrations are made possible with the generous support of community partners.

**EQUITY | DIVERSITY | INCLUSION | PARTNERSHIP**



[sccoe.to/TRC](https://sccoe.to/TRC)



408-453-4285



[communications@sccoe.org](mailto:communications@sccoe.org)



# SPONSORSHIP PACKAGES

SPONSORSHIP OPPORTUNITIES CAN BE  
CUSTOMIZED AND TAILORED TO YOUR  
ORGANIZATION'S GOALS & BUDGETS

## **GOLD**     \$20,000

- Full-page, color ad in the event program
- Social media promotion with logo, caption, and profile tag (pre/post event)
- Logo included in the San Jose Mercury News full-page, color ad
- Display of logo at the event
- Mention in the program script
- Promotional literature in the teacher swag bag
- Logo and organization webpage link predominantly displayed on the Teacher Recognition webpage
- Up to 10 VIP seats at the event
- Framed letter of recognition for your support

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## **SILVER**     \$10,000

- Half-page, color ad in the event program
- Logo included in social media and print advertising
- Display of logo at the event
- Mention in the program script
- Promotional literature in the teacher swag bag
- Logo and hyperlink displayed on the Teacher Recognition webpage
- Up to 10 reserved seats at the event
- Framed letter of recognition for your support

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## **BRONZE**     \$5,000

- Quarter-page, color ad in the event program
- Logo included in social media and print advertising
- Display of logo at event
- Mention in the program script
- Business card in the teacher swag bag
- Logo displayed on the Teacher Recognition webpage
- Up to five reserved seats at the event
- Framed letter of recognition for your support





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# SOCIAL MEDIA

FOLLOWERS DATA AS OF FEBRUARY 2024  
2023 DATA AVERAGES

SOCIAL MEDIA PROMOTION  
OPPORTUNITIES WITH SPONSOR LOGO  
& HANDLE MENTIONS ARE AVAILABLE.

## FACEBOOK

@SCCOE



5270 FOLLOWERS  
301.1K REACH  
10.4K CONTENT INTERACTIONS

## INSTAGRAM

@SANTACLARASCCOE



1824 FOLLOWERS  
61.7K REACH  
2.4K CONTENT INTERACTIONS  
39K AVERAGE IMPRESSIONS PER MONTH

## LINKEDIN

@SANTA-CLARA-COUNTY-  
OFFICE-OF-EDUCATION



7052 FOLLOWERS  
12.2K PAGE VIEWS  
20K AVERAGE IMPRESSIONS PER MONTH

## YOUTUBE

@SCCOEVIDEO



884 SUBSCRIBERS  
45.3K TOTAL VIEWS  
20K AVERAGE IMPRESSIONS PER MONTH



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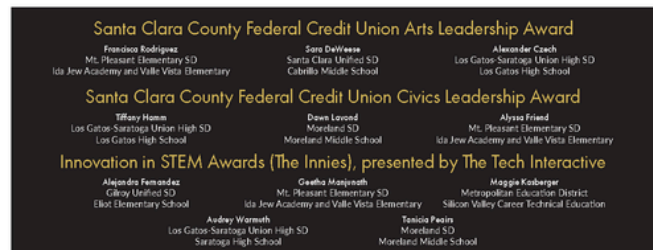
# SAN JOSE MERCURY NEWS AD PLACEMENT SAMPLE

**THE GOLD PACKAGE  
INCLUDES SPONSOR LOGO  
FEATURED ON A FULL PAGE  
COLOR AD IN THE MERCURY  
NEWS.**

THE MERCURY NEWS IS PART OF THE BAY AREA NEWS GROUP, THE LEADING SOURCE OF NEWS AND INFORMATION FOR RESIDENTS THROUGHOUT ALAMEDA, CONTRA COSTA, MARIN, SAN MATEO, SANTA CLARA, SANTA CRUZ, AND SOLANO COUNTIES.

THE MERCURY NEWS  
READERSHIP:  
254,900 DAILY  
309,200 SUNDAY

CIRCULATION:  
92,560 DAILY  
152,003 SUNDAY





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# EVENT PROGRAM AD PLACEMENT SAMPLE

**THE GOLD PACKAGE  
INCLUDES A FULL  
PAGE COLOR AD IN  
THE EVENT PROGRAM.**

**HALF-PAGE COLOR  
ADS ARE INCLUDED IN  
THE SILVER PACKAGE.**

**QUARTER-PAGE  
COLOR ADS ARE  
INCLUDED IN THE  
BRONZE PACKAGE.**

**COUNTY FEDERAL**  
SANTA CLARA COUNTY FEDERAL CREDIT UNION

## Congratulations

TO THE SANTA CLARA COUNTY

# Teachers

of the Year 2023 Winners!

We proudly support the Santa Clara County Office of Education, faculty, staff, students, and their families.

We are devoted to enriching the local neighborhoods in which we live and work. County Federal is committed to supporting community give-back programs, building relationships with our Members, and providing access to affordable financial products and services.



*We invite you to join us and experience the credit union difference. Scan the QR code to learn more.*

sccfcu.org   

[ FULL PAGE COLOR AD SAMPLE ]



[sccoe.to/TRC](https://sccoe.to/TRC)



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# GET INVOLVED

**IN APPRECIATION OF YOUR GENEROSITY AND PARTNERSHIP, WE WOULD LIKE TO OFFER VARIOUS WAYS TO PROMOTE YOUR ORGANIZATION AND RAISE YOUR PROFILE WITH EVENT ATTENDEES AND THE COMMUNITY.**

WE ARE HAPPY TO DISCUSS VARIOUS AD SIZES AND ALTERNATIVE SPONSORSHIP OPTIONS TO FIT YOUR GOALS AND PROMOTE YOUR ORGANIZATION. ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE:

- MONETARY DONATIONS TO HELP COVER GENERAL EXPENSES
- IN-KIND CONTRIBUTION ITEMS: FIELD TRIPS, GIFT CARDS, SWAG BAG ITEMS, ETC.

SEND INQUIRIES TO:  
[COMMUNICATIONS@SCCOE.ORG](mailto:COMMUNICATIONS@SCCOE.ORG)

