



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.



[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

Benefits	<b>GOLD</b> \$20,000	<b>DIAMOND</b> \$10,000	<b>BRONZE</b> \$5,000
Logo Display at Event	✓	✓	✓
Acknowledgement in program script	✓	✓	✓
Event Program Color Ad	full-page	half-page	quarter-page
Website - Event Web Page	Large Logo & link display	Medium Logo & link display	Small Logo display
Social Media Post	Dedicated Sponsor post	Logo included in general post	Logo included in general post
Swag Bag Content	Promotional Insert	Promotional Insert	Business Card
Event Seating	Up to 10 VIP seats	Up to 10 reserved seats	Up to five reserved seats
Acknowledgement in Bay Area new print ad	Logo	Text	





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# SOCIAL MEDIA

FOLLOWERS DATA AS OF DECEMBER 2024

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

## FACEBOOK

[@SCCOE](#)



5568 FOLLOWERS  
654.2K TOTAL REACH '23-24 SCHOOL YEAR  
11.2K CONTENT INTERACTIONS

## INSTAGRAM

[@SANTACLARASCCOE](#)



2189 FOLLOWERS  
113.9K TOTAL REACH '23-24 SCHOOL YEAR  
1.2K CONTENT INTERACTIONS

## LINKEDIN

[@SANTA-CLARA-COUNTY-  
OFFICE-OF-EDUCATION](#)



8047 FOLLOWERS  
1K AVERAGE PAGE VIEWS PER MONTH  
24K AVERAGE IMPRESSIONS PER MONTH  
437 AVERAGE UNIQUE VISITORS PER MONTH

## YOUTUBE

[@SCCOEVIDEO](#)



1K+ SUBSCRIBERS  
47.0K TOTAL VIEWS '23-24 SCHOOL YEAR  
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



Cristina Bustamante  
Alum Rock Union SD  
Ocala STEAM Academy



Jessica Nguyen  
Berryessa Union SD  
Morill Middle School



Cole Craghan  
Campbell Union High SD  
Del Mar High School



Kaiti Iyama  
Campbell Union SD  
Capri Elementary School



Hannah Sun  
Cupertino Union SD  
Kennedy Middle School



Chae Quach  
East Side Union High SD  
Independence High School



Shannon Simpson  
Evergreen SD  
Tom Matsumoto  
Elementary School



Kathleen Gilbreath  
Franklin-McKinley SD  
Meadows Elementary  
School



Storey Joehning  
Fremont Union High SD  
Cupertino High School



Jeanne Boungartner  
Gilroy Unified SD  
Christopher High School



Kathy McKinney  
Lakeside Joint SD  
Lakeside School



Michelle Bowen  
Loma Prieta Joint Union SD  
Loma Prieta  
Elementary School



Joseph Chan  
Los Altos SD  
Itinerant Music Teacher



Maria Pulizzano  
Los Gatos Union SD  
Raymond J. Fisher  
Middle School



Michael Tyler  
Los Gatos-Saratoga Union  
High SD  
Saratoga High School



Marion Clark  
Metropolitan Education District  
Silicon Valley Adult Education



Sophie Chow  
Milpitas Unified SD  
Anthony Spangler  
Elementary School



Debbie Pavles  
Moreland SD  
Baker Elementary School



Teresa Rounds  
Morgan Hill Unified SD  
Live Oak High School



Geetha Manjunath  
Mt. Pleasant Elementary SD  
Ida Jew Academy and Valle  
Vista Elementary



Esther Wu  
Mountain View Los Altos  
High SD  
Mountain View High School



Marco Arca  
Mountain View Whisman SD  
Crittenden Middle School



Cindy Bauwirth  
Oak Grove SD  
Anderson  
Elementary School



Kara Thayer  
San Jose Unified SD  
Herbert Hoover Middle



Bridgette Goshals  
Santa Clara County  
Board of Education  
Authorized Charter  
ACE Empower Academy



Annette Hernandez  
Santa Clara County  
Office of Education  
Osborne School



Margaret Jackson  
Santa Clara Unified SD  
Peterson Middle School



Sandy Waite-Lopez  
Saratoga Union SD  
Foothill Elementary School



Divya Bhasin  
Sunnyvale SD  
Lakeside Tech EQ



Kandice Harmon  
Union SD  
Goodridge  
Elementary School

## Santa Clara County Federal Credit Union Arts Leadership Award

Joel Tarbox  
Los Gatos-Saratoga Union High SD  
Saratoga High School

Rachel McCauley  
Mt. Pleasant Elementary SD  
Ida Jew Academy and Valle Vista Elementary

Kevin McCullough  
Oak Grove SD  
District Itinerant Teacher

## Santa Clara County Federal Credit Union Civics Leadership Award

Endrey Hook  
Gilroy Unified SD  
Gilroy High School

Allyson Smith  
Mt. Pleasant Elementary SD  
August Boeger Middle School

Kate Pascoli  
Mt. Pleasant Elementary SD  
Ida Jew Academy and Valle Vista Elementary

## Innovation in STEM Awards (The Innies), presented by The Tech Interactive

Stephan Widmark  
Mountain View Los Altos High SD  
Mountain View High School

Heather Samson  
Oak Grove SD  
Baldwin Elementary School

Elizabeth Beloki  
Metropolitan Education District  
Silicon Valley Career Technical Education

Alex Chin  
Gilroy Unified SD  
Dr. TJ Owens Gilroy Early College Academy

Joanna Unger  
Franklin-McKinley SD  
Los Arboles Literacy & Technology Academy



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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 2024 Winners!

We're proud to support the Santa Clara County Office of Education, along with its amazing faculty, staff, students, and their families. Our mission is all about giving back to the neighborhoods where we live and work. At County Federal, we're committed to building strong relationships with our members and making sure everyone has 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](https://sccfcu.org)

Starting in Fall 2024, County Federal will be changing our name to **Mirastar Federal Credit Union**.

[ FULL PAGE COLOR AD SAMPLE ]



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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
- Scholarships, workshops, and professional development programs
- In-kind contribution items (swag bag items, gift cards, field trips, courses, etc)
- Equipment and educational materials
- Custom options are available to meet your corporate responsibility goals

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



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



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