

Sponsorship Packet



MATTERS of the **MIND** with **HEATHER MCGHEE**

Thursday
October 28, 2021

**A live virtual
fundraiser in support
of Gateway Public
Schools' students and
teachers**

*Author of **The Sum of Us: What Racism Costs Everyone and How We Can Prosper Together***

A renowned expert on the American economy, **HEATHER MCGHEE** is one of the **most brilliant and influential thinkers exploring inequality today**. Both her viral TED talk and her instant *New York Times* bestseller *The Sum of Us* reveal the devastating true cost of racism—not just for people of color, but for everyone. Deeply stirring, intelligent, and compassionate, McGhee offers us an actionable roadmap during one of the most critical—and most troubled—periods in our history.

**2021 MATTERS OF THE MIND LUNCHEON
with HEATHER MCGHEE on OCTOBER 28**



You're invited to join our current sponsors for this year's event



Keynote speaker generously sponsored by Katie and Reed Colley

DREAM BIG

Sapna and Brandon Boze
Cathy and Sandy Dean
Katie and Reed Colley
Laura and Greg Spivy

EXCEPTIONAL

Gale Mondry and Bruce Cohen

PHENOMENAL

Wendy Holcombe and Carl Kawaja
Diana Kapp and David Singer
Cecily Cameron and Derek Schrier

STELLAR

Tom and Lily Beischer

REMARKABLE

Susan and Dave Tunnell
Claire and Eric Alt
Annie and Perry Klebahn
Katherine Welch
Mai Mai Tsai Wythes and Paul Wythes

RESPECT SPONSOR



KAISER
PERMANENTE®

The Board of Trustees and staff of Gateway Public Schools invite you to sponsor this year's Matters of the Mind event on Thursday, October 28.

Our campuses opened on August 16 for the first day of in-person school in 17 months. Students and teachers joyously filled the hallways of Gateway Middle and Gateway High, ready for learning, friendship and community (all while safely masked).

We're thrilled to open schools for our students and educators, but in an abundance of caution we're only hosting events critical to our students' education. We made the decision to keep this year's Matters of the Mind virtual for the health and safety of our Gateway community, including you, our #1 fans and supporters.

What you can expect from this year's virtual event:

- A live program streamed on Vimeo (no Zoom)
- Real-time conversation with Heather McGhee
- Q&A for sponsors and their guests with Heather
- A celebration of the incredible community supporting our students

Your past support of the Luncheon and Gateway Public Schools has sustained our mission and commitment to giving every student a high quality public education and creating a college bound culture that changes the trajectories of their lives.

The Luncheon raises nearly 20% of our annual fundraising budget, critical funds necessary to do right by our kids and their families, and our teachers.

Please join us as a sponsor this year and join our work to level the playing field for Gateway students as they chart their pathways to college and beyond.

Celebrate, Together

Invite your friends, family and colleagues to watch the live, virtual Matters of the Mind program in your home, and we'll help you host a great small gathering!

There's no better way to feel the Gateway love during this year's Matters of the Mind than gathering with a small group of friends. You create your guest list and we'll help you show them a great time!

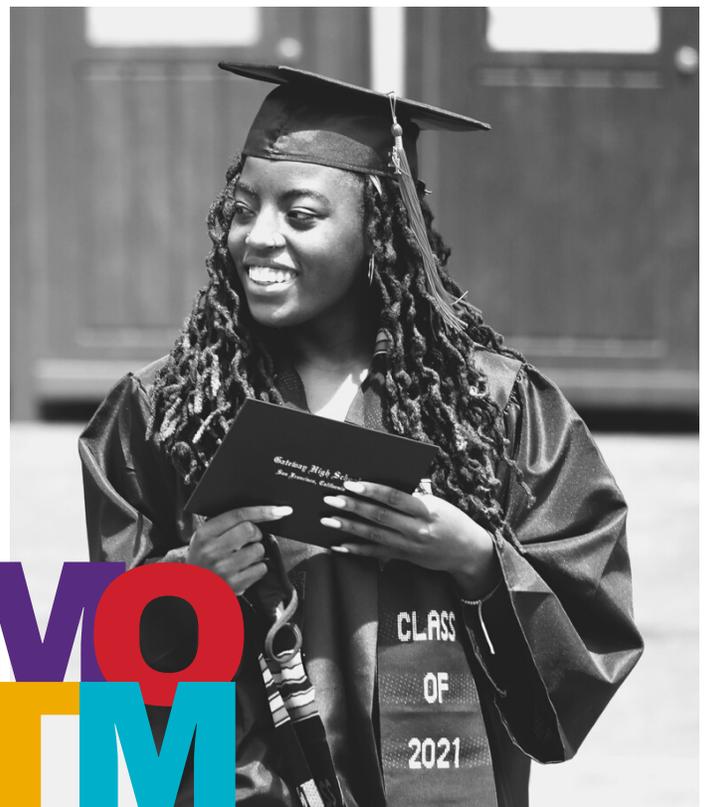
Gateway's team is ready to help you imagine a fabulous watch party in your home. Sponsors of the Matters of the Mind event can request any and all of the support and planning outlined below:

Lunch and Drinks

Let Gateway order lunch for you and your guests or we can provide a list of recommended vendors. Our team can help set-up lunch at your home. We can bring wine or non-alcoholic drinks, or have them delivered. You can also opt to host this on your own if you prefer.

Music

Use our custom playlist to entertain your guests before and after the event.



Decor and Materials

Dress up your lunch table with a floral centerpiece, Gateway napkins and tablecloth, photos of Gateway students and teachers, and/or donation envelopes. We can drop these at your home the day before the event.

In-Home Tech Support

One of our team members will stop by to check your technology and viewing set-up for the Vimeo livestream. You will also have a direct contact for day-of tech support.

We dream bigger when we're together!

Email or call Alexandria Wyllie, Community Engagement Manger, to plan for your watch party!

awyllie@gatewayps.org | 415-749-3600



Dream Big Sponsor

**Your gift of
\$20,000**

**Supports a full year
of college
counseling services
for the Class of
2022 and closes the
opportunity gap**

**EVERYTHING YOU NEED TO
GATHER VIRTUALLY ON
OCTOBER 28**

- Lunch from your choice of our partner restaurants for up to 10 delivered to you
- Up to 15 signed copies of McGhee's book *The Sum of Us* for you and your guests
- Up to 20 virtual seats for your guests
- Opportunity to send questions to Heather McGhee during the program
- Technology check-in and day-of support for your household

98% OF GATEWAY STUDENTS
GO ON TO COLLEGE



Exceptional Sponsor

**Your gift of
\$15,000**

**Maintains salaries
for Gateway
teachers at a livable
wage that honors
their expertise and
commitment**

EVERYTHING YOU NEED TO GATHER VIRTUALLY ON OCTOBER 28

- Lunch from your choice of our partner restaurants for up to 8 delivered to you
- Up to 10 signed copies of McGhee's book *The Sum of Us* for you and your guests
- Up to 15 virtual seats for your guests
- Opportunity to send in live questions to Heather McGhee during the program
- Technology check-in and day-of support for your household

75%

OF GATEWAY TEACHERS
HAVE ADVANCED DEGREES



Phenomenal Sponsor

**Your gift of
\$10,000**

**Supports Gateway
Impact, an innovative
educator professional
development platform
for collaboration and
sharing best practices
with the community**

**This year, Gateway Impact will
host it's 4th Annual Powerful
Learners Conference, a series of
webinars and a summer
institute for educators**

EVERYTHING YOU NEED TO GATHER VIRTUALLY ON OCTOBER 28

- Lunch from your choice of our partner restaurants for up to 6 delivered to you
- Up to 10 signed copies of McGhee's book *The Sum of Us* for you and your guests
- Up to 10 virtual seats for your guests
- Opportunity to send questions to Heather McGhee during the program
- Technology check-in and day-of support for your household



Stellar Sponsor

**Your gift of
\$5,000**

**Provides
individualized
learning supports,
including 1:1
specialists for
Gateway students
with learning
differences**

Students in Gateway's reading support class grow an average of 1.5 grade levels each year

EVERYTHING YOU NEED TO GATHER VIRTUALLY ON OCTOBER 28

- Lunch from your choice of our partner restaurants for up to 4 delivered to you
- Up to 10 signed copies of McGhee's book *The Sum of Us* for you and your guests
- Up to 10 virtual seats for your guests
- Opportunity to send questions to Heather McGhee during the program
- Technology check-in and day-of support for your household



Remarkable Sponsor

**Your gift of
\$3,000**

**Ensures students
have onsite
extracurricular
programs like Boys
& Girls Clubhouses
at both schools**

During the day and after school, students can join the Robotics Team, Girls Who Code, competitive sports, and affinity groups like the Black Student Union, Asian Pacific Islander Student Union, and Gender Sexuality Alliance

EVERYTHING YOU NEED TO GATHER VIRTUALLY ON OCTOBER 28

- Lunch from your choice of our partner restaurants for up to 2 delivered to you
- Up to 5 signed copies of McGhee's book *The Sum of Us* for you and your guests
- Up to 5 virtual seats for your guests
- Opportunity to send questions to Heather McGhee during the program
- Technology check-in and day-of support for your household