



RACE FOR EDUCATION SPONSORSHIP PACKET

MISSION:

To help youth and families in the El Paso and Las Cruces communities improve their lives by achieving financial independence.

The FirstLight Community Foundation is a 501(c)(3) charitable foundation that was founded in 2015, when our Board of Directors and Management team at FirstLight wanted to do more for and give back to our underserved

communities. Through strategic analysis, the decision was made to incorporate financial literacy and scholarships as a focus for our foundation, in order to help the youth and families achieve financial independence.



FirstLightFCU.org/Community-Foundation

FINANCIAL LITERACY / EDUCATION:

The FirstLight Community Foundation believes that it has a social responsibility to play a vital role in the overall financial capability of the communities in which it serves. The reasons for focusing on Financial Literacy, and especially to underserved populations, include:

- To incorporate social change in what we do
- To find new ways to get vulnerable people access to capital
- To be a part of the framework and the driving force behind our community financial literacy efforts

Below are some of the financial literacy programs that help our community achieve financial independence.

• BRIGHTER U

FirstLight's Brighter U is a free, online, self-paced series of 25 interactive learning modules that cover key financial concepts such as saving, investing, credit scores, mortgages, and identity protection. These short, interactive learning experiences are only 5-7 minutes in length and are mobile and tablet accessible. They are available in both English and Spanish. You can view each video á la carte, or complete a series of videos that focus on one particular topic to achieve greater knowledge in that subject.



• BRIGHTER U YOUTH INITIATIVES

Brighter U 4 Kids is FirstLight's very own financial education course for kids. Through games and simulations, kids will learn about topics such as banking, needs vs wants and investing, just to name a few! These videos are also mobile device compatible. Using our secure online registration, parents can view and keep track of which videos their child has completed.



The FirstLight Community Foundation has also launched the Brighter U School Program for all high school students in the El Paso and Socorro Independent School Districts. With an unfunded mandate to include financial education in their curriculum, teachers struggle to find the right tools to provide

the necessary financial education insights to their students. The Brighter U School Program establishes a digital initiative that changes the trajectory of communities by connecting El Paso high school students to critical financial education. The goals of the program include preparing students with the critical financial knowledge they need for the future and to foster deep connections for the Foundation with local schools, education and community leaders.

• FINANCIAL SEMINARS

The FirstLight Community Foundation has partnered with EverFi to bring financial seminars to the communities it serves. Our employees are passionate about providing our members and our community the information and tools they need to be successful with their finances. Employees volunteer at our branch locations to provide seminars on topics such as: first-time home buyer programs, home buying, credit, investments, savings, and many more. A new schedule of seminars is coming soon for 2018 and will be posted on our website at FirstLightFCU.org/Community-Foundation.



• FINANCIAL LITERACY PARTNERSHIPS

The FirstLight Community Foundation also partners with other organizations, to offer more local financial literacy initiatives.

- **Banzai Financial Literacy Program** – Sponsorship of the Banzai Financial Literacy Programs at Americas, Bowie and Irvin High Schools in El Paso, TX and Mayfield High School in Las Cruces, NM. Banzai is an experiential online financial literacy platform designed to help students learn by doing. Banzai exposes students to real-life adult financial dilemmas, from taming a budget and paying auto insurance to navigating taxes. Once a



school is sponsored, the Banzai program is available to all students enrolled at the school.

• **BizKid\$ Entrepreneurship Contest** – Over the past three years, we have worked closely with area middle school students in the development of a business product or service and presentation of a business plan to a panel of judges, similar to the TV show, *Shark Tank*.



BizKid\$ Summer Camp – Provide a one week entrepreneurship camp for 4th-8th grade students in the El Paso area.



• **Stock Market Games** – Sponsorship of middle and high school students in El Paso, TX who participate in a stock market simulation game in both the Fall and Spring semester in coordination with the Texas Council on Economic Education. Firstlight has sponsored the Stock Market Games in the El Paso



community for over 10 years allowing approximately 6,000 teams and over 24,000 students to learn about investing, the stock market and personal finance.

• **Career Days at Local Schools** – Conduct outreach with local districts by participating in school sponsored Career Days throughout the city with our mascot, Dollar Dog, to help teach students the importance of financial education.

• **Money Smart Week (MSW) El Paso** – Serve as a partner and sponsor of the Money Smart Week public awareness campaign, designed to help consumers better manage their personal finances. Services are provided to over 3,000 community members on a yearly basis.

• **Military Saves Week** – Annual opportunity to promote good savings behavior and a chance for service members and their families to assess their own saving status.



SCHOLARSHIP OPPORTUNITIES:

Receiving a college education is an essential piece to help our youth in their quest to become resourceful and productive members of our community. As part of its central focus, the FirstLight Community Foundation offers a Scholarship Program that aims to provide college scholarship opportunities for graduating seniors.

Since the FirstLight Community Foundation is in its infancy stage, we are tasked with the opportunity to build it from the ground up with solid funding, principles, and goals that will sustain this charitable organization for many years to come.

We extend the invitation to you to join us in this journey as we strive for excellence in financial education and to help us forge the way for students in our underserved communities. In an effort to help dreams become a reality, the FirstLight Community Foundation would like to appeal to your generosity in the form of a tax-deductible donation.

As we grow as a local philanthropy, we will ensure that we recognize our supporters at every opportunity that presents itself and that we make it known that we could not achieve our level of success without your generous support. **Thank You!**

FIRSTLIGHT COMMUNITY FOUNDATION

2ND ANNUAL RACE FOR EDUCATION SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR (Only 1)

Investment: \$2,500

- Company NAME & LOGO included as the LEAD sponsor in event promotions, including press releases, interviews, radio, and/or tv
- Company NAME & LOGO on all printed advertising; including registration forms and posters
- Company NAME printed PROMINENTLY on back of all T-shirts along with other sponsors
- Company banner displayed at the event (provided by Sponsor)
- Company may provide items for goody bags
- 10 complimentary entries & T-shirts for the event (\$250 Value)

PLATINUM SPONSOR (Up to 4)

Investment: \$1,500

- Company NAME listed as sponsor in event promotions, press releases & interviews
- Company NAME on all printed advertising; including registration forms and posters
- Company NAME printed PROMINENTLY on back of all T-Shirts
- Company banner displayed at event (provided by Sponsor)
- Company may provide items for goody bags
- 6 complimentary entries & T-shirts for the event (\$150 Value)

GOLD SPONSOR

Investment: \$750

- Company NAME on all printed advertising; including registration forms and posters
- Company NAME printed on race T-shirts
- Company may provide items for goody bags
- Company banner displayed at the event (provided by sponsor)
- 3 complimentary entries & T-shirts for the event (\$75 Value)

SILVER SPONSOR

Investment: \$500

- Company NAME printed on race T-shirts
- Company may provide items for goody bags
- Company banner displayed at the event (provided by sponsor)
- 2 complimentary entries & T-shirts for the event (\$50 Value)

BRONZE SPONSOR

Investment: \$250

- Company NAME printed on race T-shirts
- Company may provide items for goody bags
- 1 complimentary entry & T-shirt for the event (\$25 Value)

MILE MARKER/WATER STATION SPONSOR

Investment: \$100

- Company NAME Displayed at mile marker
- Company Banner displayed at Water Station (provided by sponsor)

Donations of material goods are greatly appreciated, including:

- Water/Juices, Fruit, Bagels, Granola bars, T-Shirts, Trophies, Goody Bag items, etc.
- Sponsorship level will be determined by amount of material goods donated.

Notes: Other sponsorship opportunities may include:

- Course entertainment
- Post race entertainment
- Official pace cars

- Course cheer stations
- Post race refreshments
- Race kick-off party sponsor

Checks should be made out and mailed to (W-9 Form available upon request):



FirstLight Community Foundation
C/O Adrian Duran, Executive Director
9983 Kenworthy St.
El Paso, TX 79924
aduran@firstlightfcu.org
(915) 564-3292



2019 5K RUN/WALK SPONSORSHIP

I, _____ do hereby agree to participate as a Sponsor for the FirstLight Community Foundation Race for Education 5K/1 Mile Fun Run/Walk.

***SPONSORSHIP LEVELS** Mark your choice with an 'X'

_____ **Diamond** (\$2,500) _____ **Platinum** (\$1,500) _____ **Gold** (\$750) _____ **Silver** (\$500)

_____ **Bronze** (\$250) _____ **Mile Marker/Water Station Sponsor** (\$100)

Payment Type: _____ **VISA** _____ **MasterCard** _____ **Amex** _____ **Check**

Billing Address: _____

Card Number / Exp. Date: _____

Card Holder Name: _____

CVV: _____

Authorizing Signature: _____

PARTNER/SPONSOR/CONTRIBUTOR

Sponsoring Company Name: _____

Company Address: _____ **Phone:** _____

Official Representative Name: _____ **Title:** _____

Email: _____

Signature: _____ **Date:** _____

Authorizing Signature: _____ **Date:** _____

FirstLight Community Foundation

Please Mail or Email Form To:

FirstLight Community Foundation
C/O Adrian Duran, Executive Director
9983 Kenworthy St.
El Paso, TX 79924
Phone: (915) 564-3292
aduran@firstlightfcu.org

8/19

*1) This donation will not affect any existing or future vendor relationships with FirstLight Federal Credit Union, either positively or negatively; 2) and as such, there is no implied threat of discontinuing business if you decide you are unable to provide a sponsorship at this time; and 3) pricing of any existing agreements will continue at its current agreed upon price point until standard term renegotiation.