



CALIFORNIA ACADEMIC DECATHLON

9250 Reseda Blvd., Suite 677, Northridge, CA 91324-3142 ★ 707.646.7603 ★ info@academicdecathlon.org

2016 – 2017 Competition Year Sponsors

The California Academic Decathlon (CAD), a California non-profit organization, invites you to partner with us in sponsoring our State Championship to be held March 23-26, 2017, in Sacramento.

Each year the CAD draws 65+ top-qualifying high schools from across the state and an audience of 4,000+ parents, administrators, business professionals, community leaders, and volunteers – all there to support the next generation's pursuit of knowledge.

Since 1979, CAD has provided over 425,000 of California's high school students with the opportunity to learn subjects and skills that benefit them both in the classroom and in their future careers. The program is one of the most rigorous and enriching of its kind. Participants take tests in seven subjects – math, science, social science, economics, art, music, and literature – and learn how to deliver speeches, write essays, and undergo interviews. The emphasis throughout is on collaboration, communication, and critical thinking.

It is also the only academic program in the world that requires the participation of students with a more limited history of academic achievement: three of each team's nine members must have below a 3.0 GPA. These students are often the ones who benefit most dramatically from the program, learning study skills and time management in a setting that respects them for their education.

The continued success and growth of the California Academic Decathlon hinges on the financial and personal commitment of organizations, like yours, that value hard work and scholastic excellence.

Since 2003, California's top teams have gone on to win top honors at the United States Academic Decathlon by setting new records, sweeping divisions and defending the longest consecutive national winning streak. With your support, we can make it fourteen – and we can validate the hard work of teachers and students all across the state.

Should you have any questions, please feel free to contact Ken Scarberry at (707) 646-7603 or by email at ken@academicdecathlon.org.

Sincerely,

Ken Scarberry
Executive Director

Enclosures

CALIFORNIA ACADEMIC DECATHLON (CAD) PARTNER BENEFITS

\$5,000 – Platinum Circle

- Full page advertisement in the CAD program.*
- Student scholarship award presented in your name.
- Reserved seating for five (5) at the Super Quiz Relay (3/25/17) and at the Awards Ceremony (3/26/17).*
- All benefits listed below!

\$3,000 – Gold Circle

- ½ page advertisement in the CAD program.*
- Company logo prominently displayed at all public portions of the event.
- Company recognition in all written materials.
- Active participation in judging and awards by your representative(s). (optional)

\$1,500 – Silver Circle

- ¼ page advertisement in the CAD program.*
- Company recognition in various written materials.
- Active participation in judging by your representative(s). (optional)

\$750 – Bronze Circle

- Business card-size advertisement in the CAD program.*
- Active participation in judging by your representative(s). (optional)

* Please see “Advertising File Requirements” for the graphic requirements for advertising in the California Academic Decathlon printed program.

Academic Decathlon Sponsor Intent Form

Yes! We will partner with the California Academic Decathlon.

We will contribute at the following level:

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> \$5,000
Platinum Circle
Full-page ad | <input type="checkbox"/> \$3,000
Gold Circle
1/2-page ad | <input type="checkbox"/> \$1,500
Silver Circle
1/4-page ad | <input type="checkbox"/> \$750
Bronze Circle
1/8-page ad |
|--|---|---|---|

Instead of, or in addition to, a monetary contribution, we would like to donate the following Service: _____, which has a value of: \$ _____

Check enclosed – payable to: **California Academic Decathlon**

Please send us an invoice: _____
Please specify date desired

Contact Person: _____
Company Name: _____
Address: _____
City State Zip

Telephone: _____ Fax: _____

Email Address: _____

DON'T FORGET YOUR ADVERTISEMENT!*

Please check one of the boxes below:

- CAMERA-READY AD (copy enclosed)
- AD will be EMAILED or SENT ON DISK by February 3, 2017**
Mail to: Ken Scarberry
2460 Clay Bank Road, Suite 7C
Fairfield, CA 94533
ken@academicdecathlon.org

***PLEASE NOTE:** Printing deadlines will not allow us to accept artwork after February 3, 2017. In the case of a missed deadline, all partners, new and returning, will be recognized in the event program and acknowledged for their level of support (regardless of artwork submission). *Services provided will be based upon date donation is received, availability and deliverable printing/production deadlines.* See attached page for ad requirements.

Thank you for your generous support!

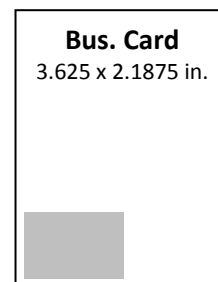
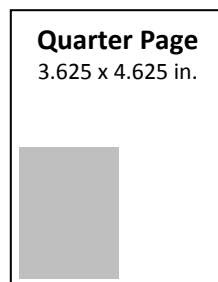
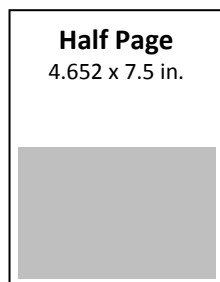
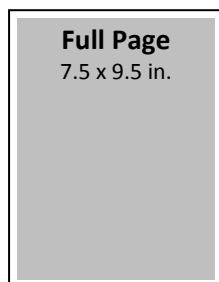
CAD will forward a tax receipt when your commitment is fulfilled.

Advertising File Requirements

California Academic Decathlon

Ad Sizes & Information

Ads will be printed in black only. Please convert all color documents to grayscale before sending to ensure accurate output. Please refrain from using the borders on your designs as all ads will have a 2pt. border.



File Formats

Preferred - bitmap images

(300 dpi minimum)

- JPEG (set to high quality)
- Photoshop PSD
- TIFF



Acceptable - vector based

Please remember to convert all text to outlines and to embed or include any bitmap files.

- EPS
- Illustrator AI (version CS3 or earlier)
- PDF



Ad Submission

Depending on size, you may be able to send us your ad via email. If the file is too large, you may also submit your ad on a CD, thumb drive, or DVD. Please direct all technical questions and submissions to the following location:

California Academic Decathlon

Attn: Ken Scarberry
2460 Clay Bank Road, Suite 7C
Fairfield, CA 94533
ken@academicdecathlon.org

Any advertisements submitted that do not conform to the above sizes may be subject to enlargement or reduction at the discretion of California Academic Decathlon. California Academic Decathlon cannot be held responsible for loss of quality if any alterations should prove necessary.