

English for NEW BOSTONIANS

Anniversary Event Series

ENGLISH for NEW BOSTONIANS

20

years



Celebrating 20,000 New Voices

www.englishfornewbostonians.org

SPONSORSHIP PACKAGE
2022



Who We Are

Founded in 2001, English for New Bostonians (ENB) is a Boston-based nonprofit that works to increase opportunities for immigrants to learn English and pursue their educational, economic and civic aspirations. ENB supports 23 high quality English for Speakers of Other Languages (ESOL) programs that provide free or low-cost instruction to immigrant parents, workers, and small business owners. We drive innovation in the field, train instructors and provide professional development opportunities in classroom technology and other best practices. ENB also leads the statewide English Works Campaign, promoting ESOL investment as an imperative to a strong workforce.

Through the pandemic, ENB has been the backbone of Boston's ESOL system, and has provided leadership to make English language training a part of a universal economic and educational equity agenda.

About the Series

English for New Bostonians' 20th Anniversary Event Series celebrates ENB's rich history of leadership at the intersection of adult education, workforce development and immigration. The series will begin in June and will end in December! We hope to share this important milestone with ESOL programs, elected officials, philanthropic, business and corporate leaders; nearly 20,000 adult ESOL students both past and present; and the public.

20th Anniversary Co-Chairs

Yongmei Chen, Senior Vice President at Eastern Bank and Board Treasurer for English for New Bostonians.

Paul Francisco, Chief Diversity Officer and Head of Workforce Development Programs at State Street Corporation.

Juan Fernando Lopera, Chief Diversity, Equity and Inclusion-Officer at Beth Israel Lahey Health.

Why Sponsor

As a sponsor of ENB's 20th Anniversary Event Series, your sponsorship will fuel ENB's "New Immigrant Voices Fund" to support English language training and economic opportunities for immigrants in our region. Also, your business/company will be recognized as a leader who prioritizes workforce equity and inclusion, and racial economic justice.



ENB's 20th Anniversary Event Series*

Language of Food

COMPLETED

Date & Time

Wednesday, June 29, 2022
5:30pm-7:30pm

Description

Join us on Boston's waterfront for an evening in support of immigrant communities. Enjoy the fresh air, the fresh food, music and lively conversation!

Location

The Exchange Conference Center
Boston
The Fish Pier

Target Audience

Donors and Friends of ENB

Funder and Donor Briefing

COMPLETED

Date & Time

Thursday, July 14, 2022
3:00pm-4:00pm
Free Admission

Description

Welcoming founding and new funders alike, ENB leadership will share highlights of our collective 20-year impact; and a look forward at how partnerships can best support English learning and economic advancement among Boston's diverse immigrant communities.

Location

EDT on Zoom

Target Audience

Corporate and Family Foundations, Individual Donors, Partners, and Friends

ENB's Summer Social

COMPLETED

Date & Time

August 25, 2022
5:30pm-8:30pm
In-Person/Ticketed Event

Description

This outdoor event will be a fun, social event for Young (and, young @ heart!) Professionals with live music, food, entertainment, cash bar.

Location

The Lawn on D
Signature Pavilion
420 D Street, Boston, MA

Target Audience

Young Professionals, Employee Resource and Diversity Groups from Corporations and Businesses across the city, Members of civic and ethnic membership organizations, Students and Teachers from ESOL programs

English Works Business Council Luncheon

COMPLETED

Date & Time

September 27, 2022
12:00pm-2:00pm
In-Person/Ticketed Event

Description

ENB's English Works Business Council will convene business leaders to facilitate conversation and share best practices to meet the needs of our fast growing immigrant workforce. This will be an in-person, reception-style luncheon and networking event for members and prospective members of the Council.

Location

Boston College Club
100 Federal Street 36th floor
Boston, MA 02110

Target Audience

C-Suite and Human Resource & Workforce Development Professionals from Massachusetts businesses and corporations

* Event series details are subject to change, please visit our website www.englishfornewbostonians.org/events/ for the latest information.

ENB's 20th Anniversary Event Series

Elevating Immigrant Parent Voices

Date & Time

December 2022
TBD
Free Admission

Description

With a focus on ENB's ESOL for Parents Initiative, this event will explore how investments in parent English skills contribute to children's educational success.

Location

Boston, MA

Target Audience

Immigrant Parents of Elementary school aged children, Educators and Administrators, Elected Officials, Funders, Sponsors, and ENB program partners

Raising Our Voices 20th Anniversary Celebration

COMPLETED

Date & Time

November 4, 2022
6:00pm-10:00pm
In-Person/Ticketed Event

Description

ENB's signature event, Raising our Voices: Recognizing Leadership in Business and the Community goes evening gala style, featuring immigrant business, civic and community leaders, tributes, awards and special guests!

Location

Laugh Boston
425 Summer Street
Boston, MA 02210

Target Audience

Business and Corporate Sponsors, Employer Partners, ENB-supported ESOL Programs, Past and Present Board Members, Students, Donors, and Friends

Immigrant Small Business Pitch Event

Date & Time

Tuesday, December 13, 2022
6:00pm-9:00pm
In-Person/Ticketed Event

Description

Showcasing immigrant entrepreneurs on National Entrepreneurs Day!

Location

Raytheon Amphitheatre at Egan Research Center
Northeastern University
120 Forsyth St.
Boston, MA 02115

Target Audience

Pitch-style event with immigrant businesses and cooperative owners from ENB's English for Immigrant Entrepreneurs, Banks, Procurement Specialists, Donors, and Friends

Ad Specs for full color program book for the Business Council Luncheon and the ROV Gala only.

Please, no faxes, web graphics, or bleeds.

Logo dimensions should be 700px x 210px (w x h) either in gif, png or jpg format.

Full Page 5 1/4" wide x 8 1/4" high
Half Page 5 1/4" wide x 4 1/8" high

Send print ready, full-color AD at 300 dpi resolution via email to:

enorman@englishfornewbostonians.org.

Send PC or MAC files in EPS, JPEG, Tiff, or PDF format.

Questions

If you have a question, please contact Evelyn Norman at: 617-982-6866 or enorman@englishfornewbostonians.org

*Event series details are subject to change, please visit our website www.englishfornewbostonians.org/events/ for the latest information.

20th Anniversary Sponsorship Opportunities

SPONSOR LEVELS	Luminary Level \$50,000	Visionary Level \$25,000	Presenting Level \$15,000	Voices Level \$10,000	Leadership Level \$5,000	Supporting Level \$2,500
BENEFITS						
Exclusive: Opportunity to speak from the podium at the gala event	✓					
Special Acknowledgement at all events in the celebration series	✓	✓	✓			
Prominent Seating /accommodations for guests at all events	✓					
Gala event: Prominent seating for 20 guests (2 tables of 10)	✓					
Gala event: Seating for 10 guests (1 table of 10)	✓	✓	✓	✓	✓	
Gala event: Seating for 5 guests						✓
Business Council Luncheon: Seating for 10 guests (1 table of 10)	✓	✓	✓	✓	✓	
Event Tickets: Language of Food, Summer Social, and Small Business Pitch	20	20	15	10	10	5
Logo placement on signage, event materials, website & social media	✓	✓	✓	✓	✓	✓
2 Full-Page Ads (prominent placement) in digital and printed program books	✓					
1 Full-Page Ad (prominent placement) in digital and printed program books		✓				
1 Full-Page Ad in digital and printed program books			✓	✓		
1 Half-Page Ad in digital and printed program books					✓	✓
VIP Gift Bags for Gala, Language of Food, and Summer Social event attendees	✓					
Gift Bags for Gala, Language of Food, and Summer Social event attendees		✓	✓	✓	✓	✓
Logo placement and/or business mention in Print, Radio, Digital, or TV media buys – pre and post event	✓	✓	✓	✓	✓	
Distribution of business brochures or Ad materials at event	✓	✓				

ENGLISH for NEW BOSTONIANS



Celebrating 20,000 New Voices

Sponsor Response Form

Company or Organization _____ Date _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Email _____

Yes, please accept our pledge to support the 20th Anniversary Event Series

Luminary Level \$50,000

Voices Level \$10,000

Visionary Level \$25,000

Leadership Level \$5,000

Presenting Level \$15,000

Supporting Level \$2,500

Payment Options

Please make check/ACH payable to: English for New Bostonians
Call for account number 105 Chauncy Street, 4th floor
Boston, MA 02111

Credit card, Please check one: Master Card Visa Discover American Express

Card# _____ Expiration Date _____ Security Code _____

Name on Card _____ Signature _____

Billing Address _____

City _____ State _____ Zip _____

We are unable to sponsor, but would like to advance the cause of ENB with a donation of _____.

For more information or to submit your sponsorship form, please contact:
Evelyn Norman, Director of Development & Communications

Event line: 617-982-6866 Email: enorman@englishfornewbostonians.org