

# English for NEW BOSTONIANS

Anniversary Event Series

ENGLISH for NEW BOSTONIANS

*years*



Celebrating 20,000 New Voices

#20Knewvoices

[www.englishfornewbostonians.org](http://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

Our 20<sup>th</sup> Anniversary Event Series will celebrate ENB's rich history of leadership at the intersection of adult education, workforce development and immigration. The event series, along with print and media stories, will include approximately seven events between April and December of 2022. We hope to share this important milestone with ESOL programs, elected officials, business and corporate leaders; nearly 20,000 adult ESOL students both past and present and the public.

## 20<sup>th</sup> 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 20<sup>th</sup> Anniversary Event Series, your business/company will be recognized as a leader among other business and nonprofit leaders, elected officials and highly engaged citizens and advocates who prioritize workforce equity and inclusion, and racial and economic justice.

In recent years, the following businesses and foundations have invested in our work and special events: C&W Services, Commonwealth Corporation, the City of Boston, Eastern Bank, UniFirst, BioMed Realty, Corcoran Management, Nellie Mae Education Foundation, The Boston Foundation, Klarman Family Foundation, and more!



# ENB's 20<sup>th</sup> Anniversary Event Series

## Funder Briefing

### Date & Time

Wednesday, May 25, 2022  
1:00pm-2:00pm  
Hybrid Event/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

Boston, MA

### Target Audience

Foundations, Individual Donors, Sponsors, Partners, and Friends

## Language of Food

### Date & Time

Wednesday, June 22, 2022  
6:00pm-8:00pm  
In-Person/Ticketed Event

### Description

This live reception-style, event will include various local immigrant chefs and restaurants from across the Boston area. We will showcase their efforts made by many in the hospitality industry to learn the English language while building a business serving the food of their homeland.

### Location

Boston, MA

### Target Audience

100+ Donors and Friends of ENB.

## Elevating Immigrant Parent Voices

### Date & Time

Wednesday, June 1, 2022  
4:00pm-6:00pm  
Hybrid Event/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

75-100 immigrant parents of elementary to high school aged children; educators and administrators; elected officials; funders, sponsors, and ENB program partners.

## ENB's Summer Social

### Date & Time

Friday, August 5, 2022  
5:00pm-7:00pm  
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

Boston, MA

### Target Audience

150+ Young Professionals; Employee Resource and Diversity Groups from Corporations and Businesses across the city; Members of civic and ethnic membership orgs. Students and Teachers from ESOL programs.



# ENB's 20<sup>th</sup> Anniversary Event Series

## English Works Business Council Luncheon

### Date & Time

Wednesday, September 14, 2022  
12:00am-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, MA

### Target Audience

50-75 C-Suite and Human Resource & Workforce Development Professionals from Massachusetts businesses and corporations

## Immigrant Small Business Pitch Event

### Date & Time

Tuesday, November 15, 2022  
5:00pm-7:00pm  
In-Person/Ticketed Event

### Description

Showcasing immigrant entrepreneurs on National Entrepreneurs Day!

### Location

Boston, MA

### Target Audience

Pitch-style event with with 50 Immigrant business and cooperative owners from ENB's English for Immigrant Entrepreneurs; general public; banks, procurement specialists.

## 9<sup>th</sup> Annual Raising Our Voices Gala

### Date & Time

Thursday, October 27, 2022  
6pm-10pm  
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

Boston, MA

### Target Audience

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

## Ad Specs

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

Full Page 5.5" wide x 8.5" high  
Half Page 5" wide x 4.25" high

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

[enorman@englishfornewbostonians.org](mailto:enorman@englishfornewbostonians.org).  
Send PC or MAC files in EPS, JPEG, Tiff, or PDF format

### Deadline

All ads will be centered on a 5.5" x 8.5" page. Please, no faxes, web graphics, or bleeds.

### Questions

If you have a question, please contact Evelyn Norman at:

[enorman@englishfornewbostonians.org](mailto:enorman@englishfornewbostonians.org)  
or 617-982-6866.

# 20<sup>th</sup> Anniversary Sponsorship Opportunities

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

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**20** years  
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## Sponsor Response Form

Company or Organization \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### Yes, please accept our pledge to support the 20<sup>th</sup> Anniversary Event Series

Luminary Sponsor \$50,000

Voices Sponsor \$10,000

Visionary Sponsor \$25,000

Leadership Sponsor \$5,000

Presenting Sponsor \$15,000

Supporting Sponsor \$2,500

### See Events Calendar for Sponsorship Deadlines

#### Payment Options

Please make check/ACH payable to: English for New Bostonians  
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

english for New Bostonians, Inc. 20<sup>th</sup> Anniversary Events Series