

December 9, 2021

# UW Impact Awards

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The **UW Impact Awards** recognize business, civic, and student leaders who are committed to diversity, equity, and inclusion in business and have made a substantial impact in growing businesses in underserved communities and accelerating students' careers. This event draws more than 500 leaders in Washington's corporate community, small business owners, civic leaders and the University of Washington.

## Accelerating Student Careers & Growing Businesses and Jobs

The Consulting & Business Development Center links Foster School resources with a racially and ethnically diverse business and nonprofit community to expand students' skills, help small businesses grow, create and retain jobs, open educational opportunities for under-represented minority students, and stimulate innovative economic development research.

Each year, the Center enables 325 undergraduate and MBA students to provide consulting services and a dozen faculty to provide management education to 200+ small businesses and nonprofit organizations in Washington State.

## National Leadership

The Center is leading the national Ascend network of entrepreneurial support organizations that is growing businesses owned by people of color. In 2020 the network supported more than 190 companies that grew revenue by more than \$85 million. Over the next three years, Ascend will grow 500 more multi-million dollar businesses owned by people of color. The Center's M<sup>3</sup> model improves Management skills, increasing access to Money (loans and investment) and growing Market opportunities. This work is building sustainable ecosystems to support growth of diverse businesses.

The Center is also the research partner for the Billion Dollar Roundtable, an association of 30 corporations that spend more than \$1 billion annually with minority-, women-, LGBTQ-, disability-, and veteran-owned businesses.

## Contact Us

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## UW Impact Awards

December 9, 2021

Seattle Sheraton Hotel

5:30 p.m. Reception

6:00 p.m. Awards Banquet

## TRANSFORMING LIVES



- Businesses assisted by the Center grew their revenues by an average of 3 times the business growth rate in Washington State
- More than 98% of graduates reported that they performed better in their first jobs after graduation as a result of their experience with the Center

**FOSTER**

Consulting and Business  
Development Center

## SPONSORSHIP OPPORTUNITIES

### GOLD EVENT SPONSOR (\$15,000)

This sponsorship level is exclusively available to one sponsor. The Gold Event Sponsor will be recognized in all print, digital, and social media communication that will reach more than 365,000 people.

- A half-page advertisement in the Spring issue for the University of Washington Magazine
- Speaking opportunity at the UW Impact Awards banquet
- Logo recognition at this giving level in the event program and in an advertisement in University of Washington Magazine
- Social media messages to reach 20,000 impressions
- Logo inclusion in 4-part video series highlighting some of the Center's best students, alums, companies, and faculty
- Recognition in a post on the Foster School blog

### SILVER EVENT SPONSOR (\$10,000)

The Silver Event Sponsor will be recognized in communication that will reach more than 360,000 people.

- Logo recognition at this giving level in the event program and in an advertisement in University of Washington Magazine
- Social media messages to reach 15,000 impressions
- Recognition in a post on the Foster School blog

### BRONZE EVENT SPONSOR (\$5,000)

The Bronze Event Sponsor will be recognized in communication that will reach more than 357,500 people.

- Logo recognition at this giving level in the event program and in an advertisement in University of Washington Magazine
- Social media messages to reach 10,000 impressions

### PURPLE CORPORATE TABLE SPONSORS (\$2,500)

A table of 10 at the event along with logo recognition at this giving level in the event program and in an advertisement in University of Washington Magazine at this sponsor level.

- Social media messages to reach 5,000 impressions

### GOLD SMALL BUSINESS AND INDIVIDUAL TABLE SPONSORS (\$1,500)

A table of 10 at the event along with name recognition at this giving level in the event program and a table of 10 for the celebration.

## RECOGNIZING EXCELLENCE

The UW Impact Awards will recognize Foster School alumni and small business owners who will influence the growth of diverse-owned businesses over the next 25 years. Additionally, thanks to sponsorship from our corporate partners, we recognize impact by businesses, students, and alumni through three awards.

- **William D. Bradford Minority Business of the Year Award** – This award will recognize an outstanding business owned by a person of color that has demonstrated leadership through its revenue growth, management quality, and investments in efforts to grow other businesses owned by people of color.
- **Client of the Year Award Sponsored by Harborstone Credit Union** – is presented to a small business that has best utilized the Center's programs to grow jobs and revenues.
- **Student Consultant of the Year Award** – This award is presented to an undergraduate or MBA student who has demonstrated exceptional skills, leadership ability, and commitment to inclusion and diversity through work with the Center.

### AWARD SPONSOR (Two-Year \$25,000/year commitment)

One additional sponsor will have the opportunity to be recognized as the Student Consultant of the Year Award sponsor by making a two-year, \$25,000/year commitment.

- Sponsor receives all the benefits of the Gold Event Level Sponsorship.
- Sponsor's name will appear on the Student Consultant of the Year Award.
- An executive will present the award at the UW Impact Awards banquet