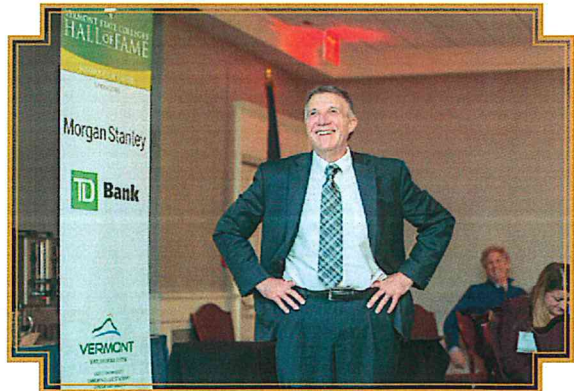




VERMONT STATE COLLEGES HALL OF FAME

2017 VSC Hall of Fame Celebration
Thank you to our generous sponsors and donors
who made the event a huge success!

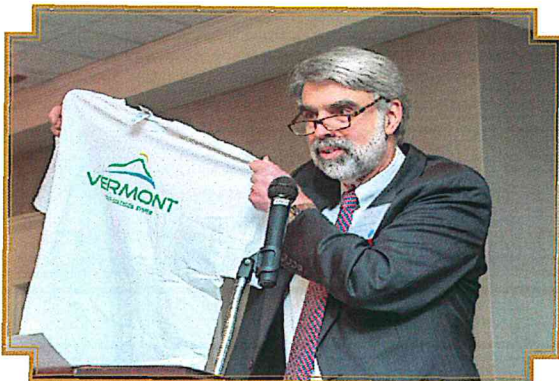




VERMONT STATE COLLEGES HALL OF FAME

2017 VSC Hall of Fame Celebration

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VERMONT STATE COLLEGES
HALL OF FAME

November 2017

To Friends of the Vermont State Colleges System,

Several years ago, the Vermont State Colleges Board of Trustees created the Vermont State Colleges Hall of Fame to showcase successful alumni of our colleges. Generous sponsors of this event contributed to the huge success of the 2016 inaugural and 2017 celebrations. With the help of many, we raised tens of thousands of dollars for scholarships that went directly to Vermonters attending a Vermont State College. We will host our third Hall of Fame Celebration on Thursday, March 15, 2018 at the Capitol Plaza in Montpelier. I am writing today to ask that you join us for this event as a sponsor.

The Vermont State Colleges System—Castleton University, Community College of Vermont, Johnson State College, Lyndon State College, and Vermont Technical College—educate over 10,000 Vermonters every year; 84% of VSC students are Vermonters, and 50% of our students are the first in their families to go to college. The education our students receive changes their lives, and our graduates contribute to the future of Vermont.

Your sponsorship support will help raise money for the Vermont State Colleges Endowment, which provides scholarships for students that help cover the many costs of college besides tuition: books, transportation, and other expenses that often determine whether or not a student attends college. Sponsorship is an opportunity for you to promote your business and your partnership with the Vermont State Colleges while supporting Vermont students and higher education in Vermont.

You will find many options for promoting your business before, during, and after the event, on the event website, on Facebook, and in our promotional materials. Please see the attached for full sponsorship details.

On behalf of all the Vermont students who will benefit from the generosity of our sponsors, we thank you in advance. We look forward to working with you to promote your business as a sponsor of the Vermont State College Hall of Fame.

Sincerely,



Jeb Spaulding, Chancellor
Vermont State Colleges



2018 Vermont State Colleges System Hall of Fame Inductees

Castleton University: Jennifer Bagley has personified the Castleton Way for nearly two decades, doing all that she can to make Castleton a better place without ever seeking the spotlight. A longtime and well-respected part-time faculty member in the English Department, Jennifer remains engaged in the university through several philanthropic efforts, including service as an almost full-time volunteer mainstay at Spartan Arena. Her passion for fine and performing arts has greatly benefited Castleton and the Rutland Region.

Community College of Vermont: Thato Ratsebe, A.A. Liberal Arts 2003, is the Assistant Director and Programs Manager for the Association of Africans Living in Vermont, where she is instrumental in supporting immigrants and refugees as they settle into new lives. She has served as Interim Director for Multicultural Affairs at St. Michael's College and has worked in East Africa and Canada as an advocate for women's health. Thato is committed to building sustainable communities and to influencing the lives of others in positive and profound ways.

Johnson State College: David Silverman, B.A. Business Management 1985, is President and CEO of Union Bank. David has served the bank in many capacities for over 30 years and has been instrumental in making Union Bank one of the most profitable banks in New England. He was founding Chairman of the Community Health Services of Lamoille Valley, a commissioner of the Hardwick Electric Company, President of the Lamoille Economic Development Corporation, and Chairman of the Vermont Bankers Association. David has also retained long and strong connections with Johnson State College, serving as a member of the presidential search team that selected Elaine Collins, representing alumni on unification panels, joining the President's Roundtable, and serving as the liaison between the college and the bank.

Lyndon State College: Mark Valade, B.A. Social Sciences 1985, is Chairman and CEO of Carhartt, Inc. The great-grandson of the founder of Carhartt, Mark became president in 1996 and ushered the company into the global era with the establishment of European operations and internet technologies. Mark served as the National Chair for Lyndon's Centennial Campaign. Through his support of Lyndon, he shares that he "hopes to inspire other alumni and friends to support the College because it plays such an important role in the lives of its students and is such a valued resource in the Northeast Kingdom." The very generous gifts from Mark, his wife Molly, the Valade Family Trust, and Carhartt, Inc., have been and continue to be transformational for Lyndon.

Vermont Technical College: Dale Miller, A.A.S Electrical Engineering Technology 1982, is Senior Location Executive for Global Foundries and oversees \$200 million in semiconductor manufacturing and operations. Dale joined IBM in 1982 straight out of Vermont Technical College where he became a third generation IBMer. His grandfathers, mother, stepmother, and father all worked for IBM. He actively participates as a community volunteer, has been a co-chair for the Burlington site's charitable giving campaign; actively mentors employees, and is on the Board of the Vermont Chamber of Commerce. Dale exemplifies the power of a two year degree and is always anxious to hire and advise Vermont Tech graduates.

Vermont State Colleges System Extraordinary Service Award: George Cross, Castleton B.Ed 1957, became one of Vermont's most respected educators. He served as a teacher, principal and superintendent for over 40 years, including 12 years as the Superintendent of Schools in Winooski. George has been a stellar public servant as well, serving as a multi-term state representative and chair of the House Education Committee, a valued member of the Board of Trustees of Vermont State Colleges System, Board Chair of the Community High School of Vermont and member of the Board of Directors of the Sudan Education Foundation. George served as interim City Manager in Winooski at a critical juncture for the city and last summer was appointed to a statewide commission charged with studying options for creating a new model of health insurance contracts for Vermont teachers.

**2018 VSC Hall of Fame Celebration
Event Sponsorship Opportunities**

Sponsorship Levels	Summa Cum Laude Sponsor	Magna Cum Laude Sponsor	Cum Laude Sponsor	Scholar Sponsor	Merit Sponsor	Honor Society	Dean's List
	\$7,500	\$5,000	\$3,000	\$1,500	\$850	\$750	\$500

Event Exposure

One table of 8 seats*	★	★	★	★	★		
Complimentary tickets						4*	2*
Full-page program ad	★						
1/2-page program ad		★	★	★			
1/4-page program ad					★	★	★
Priority table placement	★						
Recognition at event	★	★					
Logo on laude sponsors banner	★	★	★				
Dinner table signage	★	★	★	★	★		
Slideshow display	Full Screen	Full Screen	Shared Screen	Shared Screen	Shared Screen	Shared Screen	Shared Screen
Invitation placement	Logo	Logo	Name	Name	Name		
Event website placement	Logo	Logo	Name	Name	Name		
Video credit placement	Logo	Logo	Name				
Facebook page	Logo (linked)	Logo (linked)	Logo (linked)	Name (linked)	Name (linked)		
Use of Hall of Fame logo on your website	★	★	★	★	★	★	★

Special notation in all materials as a "Founding Sponsor" for all returning 2017 sponsors.

Additional Sponsorship Opportunities

Wine sponsor (includes 2 tickets, logo label on wine bottles, name placement on invitation/event website/video, shared screen logo in slideshow, 1/2-page program ad, linked logo on Facebook, and use of Hall of Fame logo on your website)	\$3,000
Video production sponsor (includes 2 tickets, logo placement on invitation/event website/video, shared screen logo in slideshow, 1/2-page program ad, linked logo on Facebook, and use of Hall of Fame logo on your website)	\$2,750
Gift bag sponsor (includes 2 tickets, logo on guest gift bags, name placement on invitation/event website/video, shared screen logo in slideshow, 1/4-page program ad, linked name on Facebook, and use of Hall of Fame logo on your website)	\$2,500

Advertising-Only Opportunities

Program back cover	\$800
Program inside cover	\$600
Full-page program ad	\$500
1/2-page program ad	\$300
1/4-page program ad	\$175
1/8-page program ad	\$100

Ticket Prices

Per person	\$100
Per couple	\$175

*Additional tickets can be purchased.

For more information on becoming a sponsor of the VSC Hall of Fame celebration, please contact Harriet Johnson at (802) 224-3001 or harriet.johnson@vsc.edu.

VSC Hall of Fame Event Program & Online Specifications

Please submit a vector file *and* hi-res .jpg file of your logo for online and onscreen advertising.

Online logo deadline: January 29, 2018

Program interior ads:

Full page: 8.5" x 11"

1/2 page: 8.5" x 5.5"

1/4 page: 4.25" x 5.5"

1/8 page: 4.25" x 2.75"

Program cover ads:

Full page: 8.5" x 11"

Please allow .25" bleed.

Print ads can be color or B&W.

Ad resolution: **at least** 300 dpi. Ad file formats: .jpg, .eps, or .pdf.

Ad deadline: January 15, 2018

Please submit your **print ready** ad and logos via email to Harriet Johnson (harriet.johnson@vsc.edu).

1/4-page ad

1/8-page ad

1/2-page ad



VERMONT STATE COLLEGES
HALL OF FAME

Supporting Scholarships for Vermont Students

“For the benefit of Vermont...” begins our mission statement. The Vermont State Colleges are passionate about serving any Vermont student who aspires to a college degree.

Over 10,000 Vermonters are currently enrolled in high quality degree programs, courses, and certificate programs at our colleges around the state. Fifty percent of those Vermonters are the first in their families ever to go to college.

At our first two Hall of Fame celebrations, we raised tens of thousands of dollars for scholarships that went directly to Vermonters attending a Vermont State College. This year, we want to raise even more scholarship funds to support our Vermont students who need an extra hand to reach their dreams of completing college.

The Vermont State Colleges Hall of Fame highlights the accomplishments of the VSC’s many talented alumni and shines a spotlight on the positive impact of the VSC on the economic, intellectual, and civic wellbeing of Vermont. Sponsors will be recognized in many ways at this event.

Please join us in supporting the aspirations of our Vermont students who work hard every day to build a brighter future for themselves and their state.

Your sponsorship’s impact:

- ★ Your contributions will be directed to the Vermont State Colleges Endowment through the VSC Foundation which, for over ten years, has funded scholarships to eligible Vermont students.
- ★ Endowment funds are distributed equally to our five colleges and can cover tuition costs, textbooks, transportation and other expenses that might hinder a student’s ability to continue their education.
- ★ Contributions to the VSC Foundation are tax deductible.

The Vermont State Colleges Hall of Fame Honorees:

- ★ Five distinguished alumni who have made a significant and positive difference in their communities or to the state of Vermont will be inducted.
- ★ A sixth inductee, selected by the Board of Trustees, will receive the *Award for Extraordinary Contribution* in recognition of their unique and lasting impact on the Vermont State Colleges system.

Vermont State Colleges Hall of Fame Celebration:

- ★ A cocktail reception and dinner on Thursday, March 15, 2018 at the Capitol Plaza in Montpelier.