



A BETTER CHANCE

OUR MISSION

Our mission is to increase substantially the number of well-educated young people of color who are capable of assuming positions of responsibility and leadership in American society.

FINDING TALENT OFTEN OVERLOOKED

Established in 1963, A Better Chance is the oldest and only national organization of its kind serving 2,206 students chosen for their motivation, academic strength and potential. A Better Chance Scholars are enrolled in 329 of the nation's most rigorous and prestigious boarding, day and public schools through its College Preparatory Schools Program.

QUICK FACTS



16,500+ A Better Chance Alumni are creating pathways for future generations as leaders in our nation



96% of A Better Chance Graduates enroll directly to college compared to 24% nationally for students of color

2019 CLASS PROFILE

TOTAL ENROLLMENT



Enrollment:
1,474 in Independent Day Schools
604 in Independent Boarding Schools
128 in Community Day Schools

2,206
Scholars

MEMBER SCHOOLS BY TYPE



329 Member Schools



203 Independent Day Schools



106 Independent Boarding Schools



20 Community Day Schools

ETHNICITY

62% Black/African American

16% Multiracial/Biracial

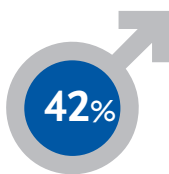
14% Latino/Hispanic

8% Asian/Pacific Islander

GENDER*



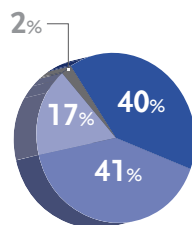
Female



Male

*For Matriculated Students

GRADE DISTRIBUTION



Grade Range:

- 95 – 100
- 89 – 94
- 81 – 88
- 75 – 80

FINANCIAL AID LEVERAGED



\$18 million in financial aid leveraged for our new Scholars.

ADMISSIONS STATISTICS

Applications Received	2,003
Students Referred	827
Scholars Accepted	600
Scholars Placed	471



A BETTER CHANCE CREATING LEADERS FOR A LIFETIME

ALUMNI SHOWCASE SEPT 15 – OCT 13 • VIRTUAL LUNCHEON OCT 9 • VIRTUAL AUCTION OCT 5 – OCT 12

RSVP BY SEPTEMBER 1

Please reserve the following in my name:

Sponsorships

Wildcard Sponsor at \$250,000 : Open the A Better Chance Luncheon and announce the marquee virtual auction prize winner • Logo present as a watermark during the [Virtual Luncheon](#) • Listing as Lead Sponsor on all event-related and promotional materials • Headline placement on every section of the [Creating Leaders for a Lifetime](#) website and [Virtual Auction](#) • Recognition during each session through announcements from panelists and scrolling thank-you bar • Full screen advertisement in the event e-journal • Opportunity to directly address our audience through email and sponsored social media post.

Lead Co-Sponsor(s) at \$100,000 : Listing as Lead Sponsor on all event-related and promotional materials • Headline placement on every section of the [Creating Leaders for a Lifetime](#) website and [Virtual Auction](#) • Recognition during each session through announcements from panelists and scrolling thank-you bar • Full screen advertisement in the event e-journal • Opportunity to directly address our audience through email and sponsored social media post.

Broadcast Sponsor at \$50,000 : Listing as Broadcast Sponsor on all event-related and promotional materials • Prominent placement on every section of the [Creating Leaders for a Lifetime](#) website and [Virtual Auction](#) • Prime position on repeating pre-session and Luncheon sponsor presentation • Recognition during each session through announcements from panelists and scrolling thank-you banner • Full screen advertisement in the event e-journal.

Streaming Sponsor at \$25,000 : Listing as Streaming Sponsor on all event-related and promotional materials • Prominent placement on every section of the [Creating Leaders for a Lifetime](#) website and [Virtual Auction](#) • Featured position on repeating pre-session and Luncheon sponsor presentation • Recognition during each session through announcements from panelists • Full screen advertisement in the event e-journal.

Live Sponsor at \$15,000 : Listing as Live Sponsor on all event-related and promotional materials • Prominent placement on every section of the [Creating Leaders for a Lifetime](#) website and [Virtual Auction](#) • Recognition during each session through announcements from panelists • Full screen advertisement in the event e-journal.

Contribution : I am pleased to make a contribution of \$_____ to A Better Chance.

E-Journal Advertising

Electronic Ad(s)

Full Screen: \$5,000 Half Screen: \$2,500

Electronic advertisements will be located on the e-journal on the A Better Chance website and will be featured in the pre-event video loop for both the [Alumni Showcase](#) and [Virtual Luncheon](#).

Ad Submission Guidelines

Please send a full color RGB file saved in PNG or JPEG format in a size of 1920 x 1080 pixels for full screen or 960 x 1080 pixels for half screen.

Please submit your ads and any questions via email to Kate Malakoff, Development Manager, at events@abetterchance.org.

Payment Options

Enclosed is my payment of \$_____

Please make check payable to:

A Better Chance

Tax ID # 23-7173492

Please charge my:

American Express Visa

MasterCard Discover

Card# _____

Exp. _____ Security Code # _____

Name on Card _____

Signature _____

Contact Information

**An email address is required to receive acknowledgment letters and communications about the event.*

Listing (as it should appear in printed materials) _____

Name _____ Title _____ Company _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email* _____

This form may be completed using a PDF viewer.

Return to: A Better Chance · 253 West 35th Street · 6th Floor · New York, NY 10001

Contributions and journal ads are tax-deductible to the extent provided by law.

For further information, please contact Kate Malakoff: (tel) 646.346.1330 or (email) events@abetterchance.org.

abetterchance.org/creating-leaders-for-a-lifetime