

CALIBER AWARDS

Friday, February 5, 2027

The Caliber Awards is an annual event recognizing and celebrating the District's outstanding teachers, principals, assistant principals and school-related employees. The gala event is attended by more than 1,300 guests and streamed live on BECON-TV.



Wednesday, April 28, 2027

The Community Involvement Awards is an annual event recognizing the District's outstanding volunteers, mentors, business partners, and family engagement initiatives. The event has more than 800 attendees including business and community partners, volunteers, mentors, parents, teachers and students.

SPONSORSHIP OPPORTUNITIES

Customized benefits can be negotiated.

Innovation Sponsor (Exclusive)

Positioning

- Exclusive Innovation Sponsor designation (only one)
- Ability to select tagline that will be displayed along with name on all materials
- Highest-level logo placement across all communications
- "Powered by Innovation" co-branding integration
- Inclusion on all printed materials
- Two (2) full-page premium program advertisements
- Sixteen (16) VIP reserved seats (priority placement)
- VIP reserved parking

Online Visibility

- Premier placement on website and social media
- Hyperlink to sponsor site
- Use of event log
- Dedicated digital feature
- Inclusion in email campaigns

Onsite Signage/Announcement

- Logo placement on all signage and presentation screens
- Three-minute speaking opportunity from podium
- Featured AI Innovation segment within program
- Exhibit table (premium placement)
- Onstage presence for multiple key moments including final award
- AI demo/experience opportunity
- Up to 2-minute video feature

Public Relations

- Featured in all press materials as Innovation Sponsor
- Highlighted in promotional campaigns
- 50-word scripted recognition
- Dedicated sponsor spotlight (pre/post event)
- Enhanced BECON-TV acknowledgment
- Prominent mention in news release

Presenting Sponsor (Exclusive)

Positioning

- Corporate name and logo displayed on all communications
- Exclusive categorical sponsor (only one Presenting Sponsor)
- Inclusion on all printed materials
- Full-page advertisement (premium placement)
- Twelve (12) VIP reserved seats

Online Visibility

- Recognition on website and social media
- Hyperlink to webpage
- Use of event logo
- 1-minute video feature during event

Onsite Signage/Announcement

- Logo on event signs and presentation slides
- Prominent display of corporate name and logo
- Two-minute speaking opportunity from podium
- Exhibit table (premium placement)
- Onstage presence for final award presentation

Public Relations

- Inclusion in promotional campaigns and press materials
- 25-word scripted recognition
- BECON-TV acknowledgment
- Special mention in news release

Diamond Sponsor

Positioning

- Corporate name and logo on all communications
- Inclusion on printed materials
- Full-page premium program ad
- Ten (10) VIP reserved seats

Online Visibility

- Website and social media recognition
- Hyperlink to webpage
- Use of event logo
- 1-minute video feature

Onsite Signage/Announcement

- Display of corporate name and logo
- Two-minute speaking opportunity from podium
- Exhibit table

Public Relations

- Inclusion in promotional campaigns and press materials
- 25-word scripted recognition
- BECON-TV acknowledgment
- Special mention in news release

Platinum Sponsor

Positioning

- Inclusion on printed materials
- Full-page program advertisement
- Eight (8) VIP reserved seats

Onsite Signage/Announcement

- Display of corporate name and logo
- Two-minute speaking opportunity from podium

Public Relations

- Inclusion in promotional campaigns and press materials
- 25-word scripted recognition
- Special mention in news release

Online Visibility

- Website and social media recognition
- Hyperlink to webpage
- Use of event logo

Gold Sponsor

Positioning

- Recognition in event program
- Full-page program advertisement
- Six (6) VIP reserved seats

Online Visibility

- Website and social media recognition
- Hyperlink to webpage
- Use of event logo

Public Relations

- Inclusion in promotional campaigns and press materials
- 25-word scripted recognition
- Special mention in news release

Silver Sponsor

Positioning

- Recognition in event program
- Half-page program advertisement
- Four (4) VIP reserved seats

Online Visibility

- Website and social media recognition
- Hyperlink to webpage
- Use of event logo

Public Relations

- Inclusion in promotional campaigns
- Special mention in news release

Bronze Sponsor

Positioning

- Recognition in event program
- Quarter-page program advertisement
- Two (2) VIP reserved seats

Online Visibility

- Website and social media recognition
- Hyperlink to webpage
- Use of event logo

Public Relations

- Inclusion in promotional campaigns
- Special mention in news release

Other Sponsorship Opportunities

(Call 754-321-2300 for details)

• After-Party Sponsor

• Category Sponsor

(i.e. Teacher, Principal, Assistant Principal and School-Related Employee of the Year)

• Catering Sponsor

• Decor Sponsor

• Entertainment Sponsor

• Floral Sponsor

• Nominee Parade Sponsor

• Red Carpet Sponsor

In-kind contributions will be evaluated based on fair market value. Contributions that directly offset event expenses may receive full sponsorship credit, while other in-kind contributions may be credited at a reduced percentage as determined by Broward County Public Schools.

Advertising Opportunities

Caliber Awards

	Cost	Ad Dimensions
Full-Page , color	\$1,000	6.25" width x 7.75" height (vertical)
Half-Page , color	\$700	6.5" width x 3.75" height (horizontal)
Quarter-Page , color	\$400	3.0" width x 3.75" height (vertical)

Community Involvement Awards

Full-Page , black & white	\$300	6.25" width x 7.75" height (vertical)
Half-Page , black & white	\$200	6.25" width x 3.75" height (horizontal)
Quarter-Page , black & white	\$100	3.0" width x 3.75" height (vertical)

Advertising Specifications

Accepted File Formats:

- PDF is the preferred format. Make sure to save/export your file as press quality. This setting will allow you to create a press ready PDF with all fonts and images embedded in the file.
- EPS, TIF, JPG, PSD format. Website images are not recommended for printing due to low image resolution.

General Guidelines:

- Convert all fonts to outlines or include all fonts used.
- Embed objects/photos or include all images that are placed or imported into the final layout of the file.
- Logos and line-based objects should remain in vector format whenever possible.
- Artwork must be sized correctly, using the dimensions provided above.
- Be sure all files have full copyright permission to reproduce (if applicable).
- Images must be 300 dpi at final size. Please do not "res-up" lower resolution images, as it will make the image pixelated.

SPONSORSHIP PLEDGE FORM

COMPANY _____

CONTACT _____

PHONE _____ FAX _____

EMAIL ADDRESS _____

☐ **Yes! Count on us! We are pleased to sponsor the following event(s):**



Friday, February 5, 2027

- | | | |
|--|---|--|
| ☐ Innovation \$70,000 | ☐ Gold \$5,000 | Advertisements (color) |
| ☐ Presenting \$35,000 | ☐ Silver \$2,500 | |
| ☐ Diamond \$20,000 | ☐ Bronze \$1,500 | |
| ☐ Platinum \$10,000 | ☐ Other _____ | |
| | | ☐ Full-page: \$1,000 |
| | | ☐ Half-page: \$700 |
| | | ☐ Quarter-page: \$400 |

Caliber Awards advertising art and payments are due by **Friday, December 18, 2026.**



Wednesday, April 28, 2027

- | | | |
|--|---|--|
| ☐ Presenting \$10,000 | ☐ Silver \$1,500 | Advertisements (black & white) |
| ☐ Platinum \$5,000 | ☐ Bronze \$500 | |
| ☐ Gold \$2,500 | | |
| | | |
| | | ☐ Full-page: \$300 |
| | | ☐ Half-page: \$200 |
| | | ☐ Quarter-page: \$100 |

Community Involvement Awards advertising art and payments are due by **Friday, March 26, 2027.**

Please email completed form to nhyatt@browardschools.com.

For sponsorship and advertisement payments, make checks payable to Broward Education Foundation, writing Caliber Awards or CIA in the memo section.

**Mail to: Noel Hyatt, Community Relations
Broward County Public Schools
600 SE Third Avenue • Fort Lauderdale, FL 33301**

**For more information, contact Noel Hyatt at 754-321-1978
or nhyatt@browardschools.com.**



The School Board of Broward County, Florida Lori Alhadeff • Maura McCarthy Bulman • Adam Cervera, Esq. • Debra Hixon
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