



TAKING STEPS TOWARDS college success summit

PHOENIX CONVENTION CENTER



MONDAY, SEPTEMBER 22, 2025

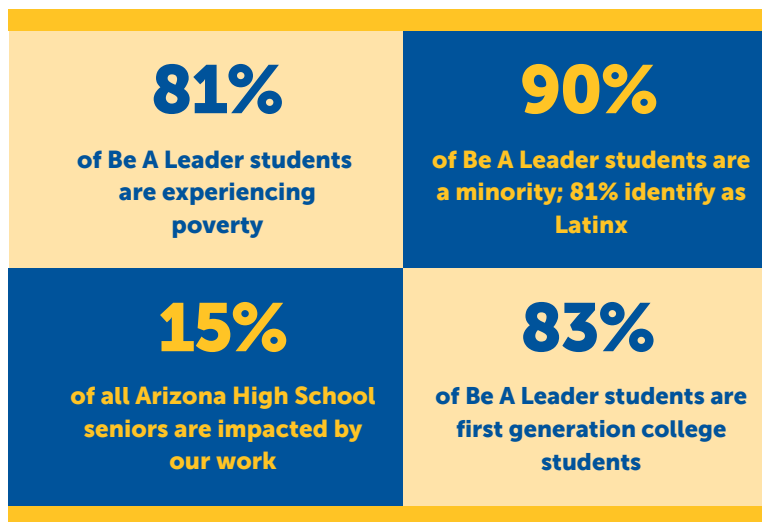


YOU CAN IMPACT THE FUTURE OF:

- ☑ INDIVIDUALS
- ☑ FAMILIES
- ☑ THE STATE OF ARIZONA



The Be A Leader Foundation is thrilled to announce our 17th Annual Taking Steps Towards College Success Summit! This fall, our flagship event will bring over one thousand Arizona students to the Phoenix Convention Center for an unforgettable day of inspiration, opportunity, and future planning. The Summit is a powerful platform to connect directly with the next generation of leaders—many of whom will be the first in their families to attend college. By sponsoring the 2025 Summit, your organization will play a vital role in fueling students' motivation and access to higher education, while aligning with a bold, community-centered movement. Building on the incredible momentum and measurable impact of 2024, this year's event promises even deeper engagement, stronger partnerships, and more ways to demonstrate your commitment to educational equity in Arizona.



The Taking Steps Towards College Success Summit drives the achievement of individuals while also supporting the advancement of Arizona's economic growth and stability. Thanks to the generous support of our sponsors, this event is free of charge and ensures that we can continue to provide resources and programming to help thousands of under-resourced, first-generation students pursue and achieve a postsecondary education. We're thrilled to embark on this exciting new chapter of Taking Steps, and we invite you to be part of this transformative journey with us!



ABOUT THE EVENT

Taking Steps Towards College Success provides high school students with valuable insights, resources, and guidance as they embark on their journey towards higher education. This year, the Summit will feature programmatic content curated around pivotal areas that are essential for student success and, ultimately, the achievement of postsecondary goals, including:

- Expert speakers and panel discussions covering topics such as college admissions, financial aid, career exploration, and life skills for success.
- Workshops and interactive sessions tailored to address the specific needs and concerns of high school students.
- Networking opportunities with representatives from universities, colleges, scholarship organizations, and additional college access partner organizations.
- Access to valuable resources and informational materials to support students in their postsecondary endeavors.



 **CULTIVATING A COLLEGE-GOING MINDSET**



 **PROMOTING EARLY AWARENESS**



 **BUILDING COMMUNITY**



 **BUILDING A SENSE OF CONFIDENCE**



 **PROVIDING ACCESS TO RESOURCES**



BECOME A SPONSOR

Our students, local communities, and all Arizonans stand to benefit immensely from increased engagement in postsecondary education.

The Taking Steps Towards College Success Summit will unite community leaders, educational partners, businesses, organizations, and individuals to honor and celebrate our students' commitment to education and achievement, shaping the future of Arizona.

We invite you to join us by becoming a sponsor.

All event proceeds will benefit the Be A Leader Foundation and its mission to increase the number of students who are prepared for and succeed in higher education by empowering them with tools, leadership skills and consistent support, transforming lives and creating life-long opportunities for success.

By sponsoring our Taking Steps Summit, you will:

- **Make a meaningful impact on the lives of high school students by supporting their postsecondary aspirations.**
- **Gain visibility and recognition as a community-minded organization committed to youth development and education.**
- **Showcase your brand to a diverse audience of students, educators, and community stakeholders.**
- **Demonstrate your commitment to promoting access to higher education pathways and fostering educational equity.**



SPONSORSHIP OPPORTUNITIES

All of our event sponsors enjoy exposure on-site, on the website, via social media, print media, television and radio, and through signage and collateral materials. Sponsorships for the event range from \$1,000 to \$50,000.

- **PRINT:** Sponsor logo placement on the event guide, t-shirts and banners
- **DIGITAL:** Sponsor recognition on event website and on screen at the event
 - **Social Media:** Sponsor recognition on social media including Facebook, Instagram and LinkedIn
 - **E-newsletters:** Sponsor recognition and logo placement on e-newsletters to over 2,000 community contacts

We are happy to customize sponsorship packages to meet your organization's specific needs and objectives. Please reach out to (602) 758-8000 x4 or marissa.martin@bealeader.org to learn more.

PREMIER SPONSOR

\$50,000+

Acknowledgement as a Premier level sponsor, with prominent logo placement on all event-related materials and communications. Optional 10' x 10' booth area at the resource fair and registrations for your team to get involved as event volunteers.

DOCTORATE SPONSOR

\$25,000 - \$49,999

Acknowledgement as a Doctorate level sponsor, with logo placement on all event-related materials and communications. Optional 10' x 10' booth area at the resource fair and registrations for your team to get involved as event volunteers.

GRADUATE SPONSOR

\$10,000 - \$24,999

Acknowledgement as a Graduate level sponsor, with logo placement on all event-related materials and communications. Optional 10' x 10' booth area at the resource fair and registrations for your team to get involved as event volunteers.

UNDERGRADUATE SPONSOR

\$5,000 - \$9,999

Acknowledgement as an Undergraduate level sponsor, with logo placement on all event-related materials and communications.

K-12 SPONSOR

\$1,000 - \$4,999

Acknowledgement as a K-12 level sponsor, with logo placement on all event-related materials and communications.





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EVENT OUTCOMES REPORT 2024

REACH



29
Participating
School Partners



1,724
Students & School
Leaders in Attendance



1,400 High School Students
200 Middle School Students



RESOURCE FAIR PARTNERS

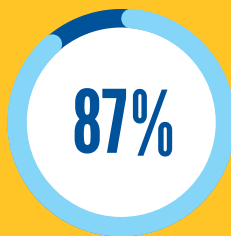
- ▶ **14** STUDENT SUPPORT PROGRAMS
- ▶ **10** SCHOLARSHIP ORGANIZATIONS
- ▶ **7** COLLEGE PROGRAMS
- ▶ **6** COMMUNITY COLLEGES
- ▶ **3** IN-STATE UNIVERSITIES
- ▶ **2** STUDENT VOLUNTEER PROGRAMS



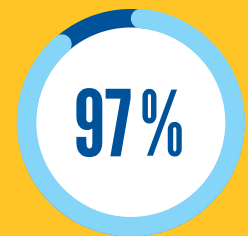
IMPACT



of students reported feeling
confident about taking the
next steps toward college
after attending the summit



of students reported that
they would recommend
the summit event to a
friend after attending



of students reported they were
likely to reach out to the
organizations they learned about at
the summit for additional support



YES! I WANT TO SPONSOR TODAY

Thank you for your generous support! Your partnership allows us to turn the dream of higher education into a reality for thousands of Arizona students.

CONTACT:

Organization Name: _____

Primary Contact: _____

Address: _____

Email: _____

Phone: _____

☐

Sign me up to receive important email updates

SELECT A LEVEL:

☐

PREMIER
\$50,000

☐

DOCTORATE
\$25,000

☐

GRADUATE
\$10,000

☐

UNDERGRAD
\$5,000

☐

K-12
\$1,000

WAYS TO GIVE:



SCAN HERE



Give securely online at: bealeader.org/donate



Mail a check, payable to the Be A Leader Foundation



Reach out to our Advancement Team at (602) 758-8000 x4 for more information

☐

Enclosed is a check, payable to the Be A Leader Foundation

☐

I donated online at bealeader.org/donate

☐

I would like to be contacted by a member of the Advancement team prior to giving

