

# *Pioneers* **PURPOSE**

AN ANNUAL CELEBRATION FOR EDUCATION

## 2011 Sponsorship Packet



### **7<sup>th</sup> Annual Pioneers & Purpose Gala**

September 15, 2011

Fairmont Hotel, San Jose

### **2011 Pioneer Business Leader**

Faysal Sohail, Venture Capitalist and Education Philanthropist

## Pioneers & Purpose Overview

### *The event that brings together all of Silicon Valley in support of public education*

Now in its seventh year, Pioneers & Purpose, a signature event of the Silicon Valley Education Foundation, has raised over \$4 million for programs that are helping thousands of underserved youth prepare for college and careers, and teachers with their classroom needs. More than 2,000 students and 600 teachers have benefitted from your past generosity.

Sadly, our schools no longer have the capacity to help needy students keep pace. As they fall farther behind, the risk rises that they will not meet the requirements to apply for college or, worse, may drop out of high school. This eventually impacts the Bay Area's capacity to fill critical 21st century jobs. Pioneers and Purpose is the Valley's way of "pitching in" and marshalling the funds to give students a chance to realize their full potential and teachers to teach with the tools they so sorely need.

### How Your Support Helped Last Year

- **1100 Students Participated in our math and science programs** – Courses in Algebra, Biology, and Physics helped struggling students take an extra half year of content to succeed in high school and prepare for college.
- **Closing the Achievement Gap** – Our 3-part series culminated in recommendations on how to close the achievement gap, and spurred local school districts to adopt "A to G", California's college admission requirements, as the core curriculum in high school. Now every student has a chance to prepare for, and succeed in, college.
- **Expansion of Lessonopoly.org** – With more than 10,000 lesson plans and 7,500 active users, Lessonopoly.org has helped transform classroom learning for teachers and students locally and nationwide.
- **Teacher Innovation Grants (TIG)** – These grants bring technology to the classroom – document cameras, microscopes, and computers – more than 11,000 students are impacted by these grants.



*John Thompson (center), Chairman of Symantec  
2010 Pioneers & Purpose Gala*

### Honoring Silicon Valley Business Leaders

In 2010, **John Thompson, Chairman of the Board of Symantec Corporation**, was honored for his impact in education and business. And in 2009, we recognized **John Chambers, CEO of Cisco, Inc.** as our Pioneer Business Leader for his outstanding accomplishments in business and philanthropy. This year, **Faysal Sohail of CMEA Capital** will be honored for his longtime support of education in the Bay Area and internationally.

## Honoring Achievements in STEM

SVEF's **STEM Benchmark Awards** celebrate people and programs that “raise the bar” in science, technology, engineering and math education. With a cash award and a comprehensive video produced about their organization, we help honorees continue growing and expanding their important work. Awards are given in each of the four S-T-E-M areas through a year-long nomination and selection process that reviews nationwide candidates.

## Honorary Committee

The event steering committee includes **Ray Bingham**, Managing Director of General Atlantic, **John Thompson**, Chairman of Symantec Corp., **Bruce Chizen**, Former CEO of Adobe Systems, **Joseph Head**, President of SummerHill Land, **Kay Matthews**, Managing Partner at Ernst & Young, **Wim Roelandts**, Former CEO of Xilinx, and **Muhammed Chaudhry**, CEO of Silicon Valley Education Foundation.

## Past Pioneer Business Leader Awardees

2010, **John Thompson**, Chairman, Symantec Corp.  
2009, **John Chambers**, CEO of Cisco, Inc.  
2008, **Bruce Chizen**, Former CEO of Adobe Systems  
2007, **Jen-Hsun Huang**, President & CEO of Nvidia  
2006, **Michael Marks**, Former CEO of Flextronics  
2005, **Ray Bingham**, Managing Director, General Atlantic

## Past Corporate Sponsors

The Core Companies, TriNet, SanDisk, Symantec, General Atlantic, PG&E, Oracle, Flextronics, Integrated Archive Systems, Cisco, Southwest Airlines, Spansion, Nvidia, Wells Fargo, Target, Salesforce, Kaiser Permanente, Orrick, Herrington & Sutcliffe, Deloitte, National Semiconductor, Ernst & Young, Xilinx, JP Morgan Chase, Bank of America, Adobe, Microsoft, KLA Tencor, Hewlett Packard, Hitachi, Allied Waste, Cadence, Arrow Electronics, Silicon Valley Bank, Koniko Minolta, Permira, Evercore Partners, Fenwick & West, Lockheed Martin, Radford, Greenberg Traurig, UBS, Sidley Austin, AIRes, Venrock, MDE Electric Co., Foxconn, Molex, Seagate, CSC FEI, IBM, Comcast, Synopsis



*John Chambers, CEO of Cisco, Inc.  
2009 Pioneers & Purpose*

If you have any questions about sponsorship, please contact Jill Winkelstein at 408-790-9590 or email [jill@sveffoundation.org](mailto:jill@sveffoundation.org).

***Now, more than ever, our public schools need your support. By participating in Pioneers & Purpose, you can make in a difference in the lives of all of our students.***

## 2011 Pioneer Business Leader

*Each year, Silicon Valley Education Foundation awards a Pioneer Business Leader Award to an individual who has made a significant impact in business and education.*



Faysal Sohail is a venture capitalist at CMEA Capital in San Francisco, CA. He joined the firm in 2002 as a General Partner, bringing with him more than a decade of senior executive experience in engineering, marketing, business development and building start ups. Since 2002, he has led venture capital funding to several key start ups in both the energy and technology sectors. He currently serves on the board of directors of AirTight Networks, Applied Wave Research, Danotek Motion Technologies, Evolution Robotics, Multigig and Solaria Corporation. Previously, Faysal served on A123 Systems board as an observer.

Faysal's support of entrepreneurialism is not only focused in Silicon Valley, but it extends globally. In spring 2010, Faysal was honored to serve as a delegate at President Barack Obama's Summit on Entrepreneurship where 50 nations were represented by delegates chosen to promote global entrepreneurship. Faysal is a Charter Member of Silicon Valley's OPEN, an organization dedicated to the promotion of entrepreneurship and business leadership in the Pakistani-American community, and has had an integral role in growing the organization.

When he is not building companies, Faysal pursues a second passion - education, which he believes is the only true economic equalizer in the world. His work in education revolves around two specific goals: getting students in the developed world to college and students in the developing world to become computer literate.

In emerging regions such as Asia and Africa, Faysal has dedicated time and resources to building computer institutes to help thousands of children in small villages become computer literate. He also had an integral role in the development of the curriculum, computer lab set up and the hiring of the instructors.

In his free time, you might see Faysal as a guest lecturer at the Haas School of Business, UC Berkeley or spending some much coveted time with his wife (Shazia) and four children (Sikander, Sabrina, Zaineb and Dania) at their home in Hillsborough, California.

## Sponsorship Levels

### **\$150k Presenting Sponsor**

*Funds 15 classes of Math or Science and introduces the Pioneer Business Leader of the Year*

- P&P event is co-branded: Sponsor "X" and SVEF
- VIP reception is co-sponsored with the Presenting Sponsor; 10 tickets
- Seating for 2 at head table with "Pioneer Business Leader" and SVEF Board chair/members
- Seating for 30 additional guests (3 tables)

### **\$50k Category Sponsors**

*Science, Technology, Engineering and Math awards named for each sponsor, plus:*

*Funds 5 classes of Math or Science or enables 750+ teacher grants*

- Introduction of their category winner at the P&P dinner
- Film lead-in to a 3-minute video about their winner
- Distributed to 600+ attendees, shown on CreaTV, permanent inclusion on SVEF web site
- Participation in selection of S-T-E-M category winners
- 6 tickets to VIP reception
- "Front row" P&P table, labeled with their Award category
- Recognition in year-long award nomination process via dedicated web site.
- Seating for 20 guests (2 tables)

### **\$25k "Visionary" Table Sponsor**

*Enables 100 students to attend summer classes*

Sponsor Benefits include:

- 4 tickets to VIP Reception
- Seating for 20 guests (2 tables)
- \$25K "Media Sponsors" receive same benefits

### **\$10k "Innovator" Table Sponsor**

*Enables 40 students to attend summer classes or helps 15-20 teachers with classroom equipment/materials*

- 4 tickets to VIP Reception
- Seating for 10 guests (1 table)

### **\$5k "Pioneer" Table Sponsor**

*Provides 7-10 teachers with grants for classroom equipment/materials*

- Seating for 10 guests (1 table)

## Recognition for all sponsors, at all levels:

- Placement of name in all media spots
- SVEF web site reference
- Mention in 10K P&P invitations
- Listing in 600+ event programs
- Inclusion in SVEF newsletter to 15K recipients
- Name and logo on event signage
- Table signage: name and logo
- Recognition in all event advertising and outreach

## \$500, Individual Ticket

*Provides one Teacher Innovation Grant*



## 2011 Corporate Contribution Form

**Company Name:** \_\_\_\_\_

**Contact Person:\*** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

*\*The contact person listed above is responsible for supplying the names of the guests seated at the sponsored table.*

### Sponsorships and Tickets

<input type="checkbox"/> Presenting Sponsor (\$150,000)	<input type="checkbox"/> Innovator Sponsor (\$10,000)
<input type="checkbox"/> Category Sponsor (\$50,000)	<input type="checkbox"/> Pioneer Sponsor (\$5,000)
<input type="checkbox"/> Visionary Sponsor (\$25,000)	<input type="checkbox"/> In-Kind Sponsor
<input type="checkbox"/> Cornerstone Sponsor (\$15,000)	<input type="checkbox"/> Individual tickets ____ x \$500 = ____
<input type="checkbox"/> Other amount _____	

### Billing Information

#### CREDIT CARD

Please charge my:       AMEX                       Master Card                       Visa

**Account Number** \_\_\_\_\_

**3 Digit Number on Back of Card** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_

**Billing Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Cardholder Signature:** \_\_\_\_\_

**CHECK:** Enclosed is my check for \$ \_\_\_\_\_ made payable to the **SVEF**

**Please return to: Email:** [jill@sveffoundation.org](mailto:jill@sveffoundation.org) **Phone:** 408-790-9590 **Fax:** 408-213-0560

**Regular Mail:** SVEF, Attn: Yolanda Hernandez, 1400 Parkmoor Ave, # 200, San Jose, CA 95126  
*(The fair market value of the event is \$60 per person. All donations in excess of the fair market value are a charitable donation and tax-deductible to the full extent allowed by law).*

Tax ID: 20-5061316

## Silicon Valley Education Foundation



Silicon Valley Education Foundation (SVEF) focuses on raising student performance in the critical areas of math and science across all 33 Santa Clara County school districts. Everything we do supports our objective of Silicon Valley being the number one geographic area in California in the percentage of high school graduates academically prepared for college and careers. Our goal is to be the leading advocate for public education in our region. We are known for our clear focus on achieving results, partnering, and emphasizing creativity and innovation. Beyond serving students, teachers, and administrators, we provide value to the larger community by making investing in education easy. For more information visit [www.SVEFoundation.org](http://www.SVEFoundation.org).