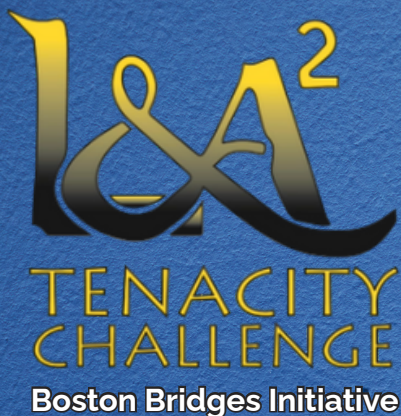




TENACITY CHALLENGE SPONSORSHIP PACKET

Partners in Possibility



Black and Latino students in Massachusetts have extraordinary talent, but financial and systemic barriers too often stand in the way of college and opportunity.

The Tenacity Challenge gives them a stage to compete, grow, and earn scholarships that will change their lives. Your support helps turn that potential into achievement **while showing your community that you care about equity, education, and opportunity**, creating goodwill and inspiring others to support the next generation of leaders.



tenacitychallenge.com



fundraising@tenacitychallenge.com

Data You Should Know



1

Celebrating Excellence

Black and Latino students are more likely than any other group to be the first in their family to go to college. Additionally, serve as first-generation trailblazers, inspiring younger siblings and peers to follow in their footsteps. Every scholarship awarded doesn't just change one life; it reverberates through an entire family and neighborhood.

Black students faced an average unmet need of \$8,942
Latino/Hispanic students faced approximately \$6,352 In a recent statewide poll:

- 68% of Massachusetts families identified tuition costs as their biggest worry when it comes to college.
- Among low-income families, half report that college application fees and textbooks are significant barriers. That cost barrier is real; and clear enough to shut down many students' plans before they begin.

2

Significant Dollar Gaps Block Pathways Forward

3

Less state aid makes it harder to bridge the gap

MassGrant, the state's main need-based scholarship, used to cover about 80% of tuition and fees, but now covers only 10% for those most in need. Many low- to moderate-income students face annual unmet needs of around \$10,000, forcing tough choices between working, borrowing, or going without.

Your gift aids talented Black and Latino students in Massachusetts by funding scholarships and resources that remove barriers to college success. Every dollar helps build confidence, open doors, and close the achievement gap, enabling these students to achieve their full potential.

Meet Maria

In 2022, Maria, a bright and determined Latino student walked into the Tenacity Challenge with her teammates; carrying not only her knowledge but also the weight of financial uncertainty. College felt like a distant dream for her family, who were doing everything they could to make it possible. Through the Tenacity Challenge, Maria earned a scholarship that opened the door to UMass Boston, where she is now studying psychology. Today, she gives back by tutoring younger students in her community, proving that supporting students like Maria doesn't just change one life; it creates a ripple effect of opportunity, confidence, and leadership.



The Tenacity Challenge: A Legacy of Excellence



Founded to celebrate and empower Black and Latino students in Massachusetts, the Tenacity Challenge has grown into a premier academic competition where teams compete in quiz bowls for scholarships. For over a decade, it has recognized talent, fostered teamwork, and opened doors to higher education, providing students with the resources, mentorship, and confidence they need to succeed.



What started as a small initiative has become a statewide platform for inspiring young leaders and closing the achievement gap.



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Sponsorship Opportunities

All donations to the Tenacity Challenge are tax-deductible and come with recognition that lasts. Your name or logo will be featured on our website through the end of 2026 and highlighted in the event program. As a sponsor, you'll also receive free tickets to attend the Challenge, giving you the chance to see firsthand the impact of your generosity on talented Black and Latino students.

1 Become a Sport A Shirt Sponsor

We are excited to showcase our generous sponsors on the official Tenacity Challenge shirts! Your company and/or organization logo will be on hundreds of shirts celebrating your commitment to education and equity.

Shirt Placement Based on Donation Level:



\$2,000 Visionary Sponsor Sponsor: *Top placement on the back of the shirt*



\$1,000 Community Sponsor: *Medium placement on the back of the shirt*



\$500 Friend Sponsor: *Standard placement on the back of the shirt*

The front of every shirt will feature the official Tenacity Challenge logo or annual theme, creating a unified look for all participants while highlighting your contribution on the back.

2 Host a Scholarship

Cover the cost of books, supplies, and essential college expenses for a talented Black or Latino student. By sponsoring a scholarship, you can honor yourself, a loved one, or your organization, removing financial barriers and giving a student the tools to thrive, succeed, and reach their dreams.



\$5,000

Legacy Scholarship



\$2,500

Opportunity Scholarship



\$1,000

Opportunity Scholarship

3 Craft Services Sponsor

Be the highlight of the Tenacity Challenge by sponsoring craft services, providing lunch, snacks and refreshments for students and support staff throughout the event. This opportunity offers high visibility, with your logo seen by hundreds of attendees, including participants, volunteers, and educators.



One spot available for a \$4,000 donation



Or share the room with another sponsor with two \$2,000 donations

Showcase your commitment to supporting education while keeping our students energized and engaged with your brand front and center as part of this essential event experience.

4 Sorority & Fraternity Impact Sponsor



Local sorority and fraternity groups have the opportunity to make a meaningful difference by raising **\$2,000** in support of our students. This initiative aligns with your commitment to community, equity, and inclusion.

Chapters can engage members by hosting events, organizing fundraisers, and sending calls-to-action for donations, directly helping talented Black and Latino students access scholarships and resources that open doors to higher education. Want to host a mini step show during the event? We're down if you are!

Giving Tuesday, **December 2nd**, is a global day of giving.

Support Black and Latino students by donating by **December 31st** for marketing recognition. Contributions will fund scholarships, cover essential college expenses, and equip students with necessary resources, helping them succeed and strengthen the community.

Next Steps





Scan HERE to
support
Black & Latino
students



Tap HERE to
access our



Pledge Commitment Form

Questions?

Please contact Elizabeth
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