

Monterey County Office of Education

Leadership, Support, and Service to Prepare All Students for Success

Dr. Deneen Guss
County Superintendent of Schools

May 2022

Dear Business Owner,

I am reaching out to the Monterey County business community to seek your support for a program that celebrates outstanding students who serve as role models to other youth. As you may know, the COVID-19 pandemic has impacted our youth and their education in profound ways. Many students have struggled as a result of virtual learning and are adjusting to attending school in-person once again. In addition, many of our students have been deprived from time honored traditions that celebrate their academic achievements. Our students need encouragement now more than ever to motivate them to excel academically! How amazing would it be if our local business community came together to encourage our youth and let them know we are rooting for their success?

One way we can make academic excellence desirable is to raise up and celebrate excellence. You as a business owner can help make this happen by participating in a program being coordinated by the Monterey County Office of Education called the *Businesses for Student Achievement* project. We are asking our business community to sponsor a banner to be displayed in our community for six months. Students and their achievements will be proudly displayed alongside your business logo. This is a great opportunity to advertise your business and show your community that your business supports education while highlighting student achievement – it's a win-win! To sponsor a banner, please complete the attached form and return to the Monterey County Office of Education, along with a check for \$400 for one banner, or \$700 for two banners. An example of what the banners will look like is attached. Your business may sponsor as many banners as you would like.

Today's students will be our future community leaders and business owners. We need our students to be highly educated and well prepared for their future. This is why it is important for the business community to support the *Businesses for Student Achievement* project.

I would be happy to discuss any questions that you may have regarding this program or any education-related topics, including ideas you may have to improve educational outcomes in Monterey County. I am hopeful that you will participate in this exciting opportunity to show our students that they have your support!

Warm regards,

Dr. Deneen Guss
Monterey County Superintendent of Schools

Sample

The business community of Monterey County
and Salinas Union High School District are

CELEBRATING OUTSTANDING STUDENTS

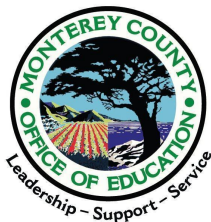


ALICIA COVARIANO

Alicia has a 3.9 GPA, plays on the Soccer and Swimming teams, and volunteers every weekend at the Community Hospital of the Monterey Peninsula. She plans to attend UC Davis to become a pediatrician.

**SPONSORED BY SALINAS
VALLEY MEMORIAL HOSPITAL**





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County Superintendent of Schools*

Businesses for Student Achievement - Student Banner Sponsorship

Celebrating outstanding students throughout Monterey County

Please type or print legibly in blue or black ink.

Sponsor Information

Name of Sponsor Organization: _____ City: _____

Name of Organization as it is printed on banner: _____

Sponsor Contact Information

Contact Name: _____ Role in Organization: _____

Business Phone: _____ Cell: _____ Email: _____

Signature: _____ Date: _____

Mail sponsorship or deliver to Monterey County Office of Education, Attn: Superintendent's Office, 901 Blanco Circle, Salinas, CA 93901. Please include a check for \$400 or \$700 made payable to: Monterey County Office of Education.

A high-quality image of the organization logo is also required. Logos can be provided on flash drives or emailed to saytar@montereycoe.org.

Contact Information: saytar@montereycoe.org or (831) 755-9029

The Monterey County Office of Education reserves the right to discontinue the program at its sole discretion and without prior notice.