



# Bright Spot Celebration & Strategic Plan Reveal

Friday, February 6, 2026 | 2PM - 4PM

Dear Community Partner,

You are invited to join us as a sponsor for the Bright Futures Bright Spot Celebration and Strategic Plan Reveal taking place on February 6, 2026 from 2:00-4:00 PM at One Main Street in Salinas. This event will bring together education leaders, community partners, families, youth, and regional stakeholders to celebrate collaborative progress and unveil the next chapter of our work supporting cradle-to-career pathways for Monterey County students.

This celebration marks an important milestone for Bright Futures. Over the past year, students, families, educators, community organizations, and employers helped shape our new 2025-2030 Strategic Plan, ensuring it reflects the needs, experiences, and aspirations of the community we serve. At the event, we will also honor Bright Spots in our community: the schools, districts, programs, and partnerships making measurable progress in improving outcomes across our seven cradle-to-career goal areas.

Bright Futures continues to serve as a backbone organization committed to aligning partners, strengthening systems, and improving educational and economic mobility for youth in Monterey County. From increasing CalKIDS accounts claimed to expanding youth and parent leadership models like Mi Vida Mi Futuro, and from supporting data-driven continuous improvement to building stronger school-community partnerships, our collective work continues to grow in impact and scale.

This year's sponsorship opportunities allow organizations and individuals to directly support this continued progress. Sponsorship funds will help sustain programming, capacity building, youth leadership support, family engagement, and community partnership efforts aligned with the goals in our new strategic plan.

Your sponsorship is 100% tax-deductible and will be recognized before, during, and after the event based on sponsorship level, including acknowledgment in digital communications, printed materials, and event signage. We hope you will consider partnering with us to continue advancing opportunity and educational equity for all Monterey County children and youth.

Enclosed you will find the sponsorship packet outlining levels and benefits. If you have any questions or would like to confirm a sponsorship level, please email Dulce Silva at [dsilva@hartnellcollegefoundation.org](mailto:dsilva@hartnellcollegefoundation.org) or call (831) 740-8200.

Thank you for your continued commitment to our community and our youth. We look forward to celebrating with you in February.

With appreciation,

*The Bright Futures Team and  
Hartnell College Foundation*



# Sponsorships

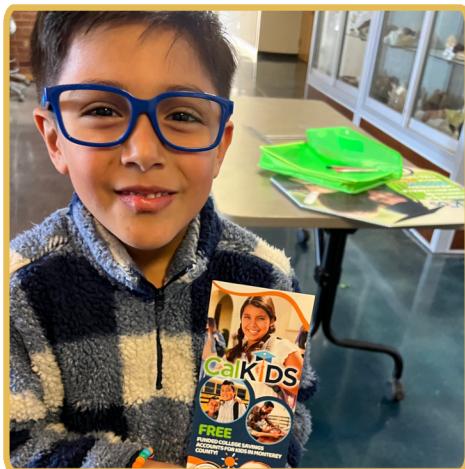


For organizations that would like sponsorship recognition in our printed annual report, please submit your sponsorship commitment and logo by Tuesday, January 6, 2026.

We will continue accepting sponsorships up until the event. Sponsors who come in after the print deadline will still receive full recognition at the event through banners, table signage, and other on-site acknowledgments.

Make your check payable to:  
HCF memo: Bright Futures  
411 Central Ave  
Salinas, CA 93901

For questions, contact:  
Dulce Silva  
[dsilva@hartnellcollegefoundation.org](mailto:dsilva@hartnellcollegefoundation.org)



## NORTH STAR SPONSOR - \$10,000

- 1 Year of advertising on our website as a sponsor
- Social media recognition post with logo
- Your company name recognized during the event and presentation
- Acknowledgment in our newsletters
- Acknowledgement with your logo in our annual report

## VISIONARY SPONSOR - \$5,000

- 6 months of advertising on our website as a sponsor
- Social media recognition post with logo
- Your company name recognized during the event and presentation
- Acknowledgment in our newsletters
- Acknowledgement with your logo in our annual report

## MOMENTUM SPONSOR - \$3,000

- Social media recognition post with logo
- Your company name recognized during the event and presentation
- Acknowledgement with your logo in our annual report

## SCALING PARTNER - \$2,000

- Your company name recognized during the event and presentation
- Acknowledgement with your logo in our annual report

## BRIGHT FUTURES FRIEND - \$1,000

- Your company name recognized during the event and presentation

# Bright Futures Key Initiatives



## CalKIDS

CalKIDS has been a huge opportunity for Monterey County families, and over the past year Bright Futures has made significant progress in ensuring students and families can access their college scholarship accounts. When this work began, only 7% of eligible students in the county had claimed their accounts. Through strategic outreach, trainer of trainers model, student interns, promotoras, and partnerships with school districts, that number has now grown to 29% and continues to rise. To date, \$11 million has been unlocked for Monterey County students, ensuring more young people have access to post-secondary education and career pathways. While there is still work ahead, the momentum is strong, and the belief in families' aspirations continues to grow. The CalKIDS initiative is not just about saving money, it's an opportunity to shift mindsets much earlier in our families' lives, reinforcing that higher education is possible and helping build a strong college-going culture across Monterey County.

## Mi Vida Mi Futuro

This year, Bright Futures expanded the program by training new cohorts of youth and parent promotoras who now lead workshops across Monterey County. These trusted community leaders support families in understanding A-G requirements, financial aid, college pathways, and local career options in culturally relevant and accessible ways. Because of this promotoras model, more families are receiving information in their home language from people they trust, in spaces where they feel comfortable. As a result, families are reporting increased confidence, identifying education goals, and applying for opportunities earlier. In addition to the college-going focus, Mi Vida Mi Futuro is now expanding to upper elementary families to support early awareness around topics such as navigating the school system, supports for English language development (ELD), and math.



## Advancing Opportunities for Adolescents

Bright Futures was selected this year as a grantee of the Wallace Foundation's Advancing Opportunities for Adolescents initiative, bringing new resources and national learning to Monterey County to better support young people. This opportunity enables our community to strengthen and align out-of-school/ mentoring programs so they truly reflect what students need. Through student listening sessions, surveys, asset mapping, and deep partnerships with schools and community organizations, we are designing an initiative that connects adolescents to programs that honor their interests, passions, culture, and future goals. When young people have access to activities that engage and inspire them, attendance improves, their sense of belonging grows, and they stay more connected to school and opportunity. This work lays the foundation for a stronger, more coordinated system in which after-school programs, community partners, and schools collaborate seamlessly to help youth discover who they are, build essential skills, and form supportive relationships that set them up for success now and into the future.



# Sponsorship Opportunities



- \$10,000 North Star Sponsor
- \$5,000 Visionary Sponsor
- \$3,000 Momentum Sponsor
- \$2,000 Scaling Sponsor
- \$1,000 Bright Futures Friend
- In-Kind Donor



*Support our Bright Futures efforts to ensure all children in Monterey County have the opportunities they need to thrive and achieve economic mobility.*

## SPONSOR INFORMATION

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Check payable to: HCF memo: Bright Futures  
411 Central Ave  
Salinas, CA 93901

For questions and to send your logo, email Dulce Silva at [dsilva@hartnellcollegefoundation.org](mailto:dsilva@hartnellcollegefoundation.org)

Your sponsorship is tax-deductible to the extent allowed by law. Tax ID 94-2781664

## THANK YOU FOR YOUR SUPPORT!