



CORPORATE SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

50th Anniversary Gala will take place on Friday, Oct 2, 2026

About Towards Employment

For 50 years, Towards Employment (TE) has helped Clevelanders build pathways out of poverty through the power of work — connecting thousands of people to careers and advancement opportunities, while strengthening our region’s workforce. In 2026, we celebrate this legacy — with events and opportunities to power the next 50 years of impact.

50 YEARS OF CONNECTING PEOPLE TO CAREERS

JANUARY KICKING OFF A LEGACY OF IMPACT

- **Book of the Year Launch:** Dr. Martin Luther King Jr.’s *Where Do We Go from Here: Chaos or Community?* Sets the tone for a year of reflection and action.
- **\$50 for 50 Campaign:** Monthly giving and volunteer pledge drive—celebrating 50 years with \$50/month supporters.

FEBRUARY STORIES OF RESILIENCE

- **Work & Reentry Experience:** A powerful live performance featuring TE alumni and acclaimed jazz artist Dominick Farinacci, presented in partnership with the Cleveland Public Library’s Black History Month series.

MARCH CELEBRATING EVERYDAY WINS

- **Honoring TE Wins over last two decades:** Embedded holistic supports, elevated alumni voice, achieved record job placements, strengthened industry partnerships, secured long-term financial stability, and emerged as a national leader through the evidence-based WorkAdvance model.

APRIL SECOND CHANCES, NEW BEGINNINGS

- **National Reentry Month:** Supporting Office of Reentry in organizing events that celebrate the people and programs that provide second chance employment opportunities for Clevelanders. Activities in the TE Building (3301 St. Clair Avenue) Reentry Simulation, Tax Deadline Clinic, Paycheck to Progress Bank Volunteering Pilot, April Ready/May Success Alumni Career Fair.
- **Celebrating 2 CLE organizations turning 50:** TE Goes to the movies at the Cleveland International Film Festival. Alumni and Modern Warrior partners join BEYOND film makers to celebrate the power of stories. Generation Work Report Release: Documenting a 10-year collaboration to improve employment outcomes for young adults, particularly young adults of color in partnership with young workers.



50 YEARS OF CONNECTING PEOPLE TO CAREERS

MAY

HONORING PARTNERSHIPS THAT GIVE BACK

- **Sharing TE Stories: *Generation Work* Report;** NEO ***Employer Resource Network* (ERN) Growth;** ***Paycheck to Progress*** - Career Connects Volunteer Financial Workshop.

JUNE

COMMUNITY IN ACTION

- **Alumni & Employer City Clean-Up Day:** TE teams up with local employer, policy and community partners to beautify parks and public spaces around St. Clair Superior Neighborhood.

JULY

ALUMNI IN ACTION

- **Celebrating Alumni & Building Social Capital:** TE staff and board launch new tradition of connecting graduates to community contacts, networks, and resources that support long-term career success. First gathering focuses on entrepreneurship - helping alumni explore how business owners build relationships.

AUGUST

BLOCK PARTY & BREAKFAST FOR THE AGES

- **Alumni & Community Block Party:** TE joins St. Clair Superior ArtFest for Food, music, dancing, stories, and celebrating art, culture and community - 50 years of connections, changing lives and building futures.
- **TE@50 Breakfast Series Kickoff:** An annual conversation series that brings together alumni, employers, policymakers, volunteers, and community partners over breakfast to explore innovative approaches to building skills, promoting second-chance hiring, and understanding the "Future of Work."

SEPTEMBER

THE DIGNITY OF WORK

- **"Dignity of Work" Podcast Premiere:** A real-time take storytelling podcast featuring TE alumni and staff reflecting on the meaning of work and perseverance.

 OCTOBER

50 YEARS OF CAREER PATHWAYS CELEBRATION

- **50th Anniversary Gala:** A signature event featuring the premiere of "50 Years of TE", an original documentary capturing our history, impact, and future.

NOVEMBER

ALUMNI VOICES, BOLD VISIONS

- **Work & Reentry Experience:** Powerful live performance featuring TE alumni and acclaimed jazz artist Dominick Farinacci, presented in partnership with Cuyahoga Community College.

DECEMBER


GIVING, GROWING, AND GATHERING

- **Alumni Holiday Bash:** A joyful celebration of giving and receiving for TE alumni and families, closing out a year of legacy, love, and lasting change.


WHY PARTNER WITH TOWARDS EMPLOYMENT?

 **22,000+**
email subscribers

 **43,000+** annual
social media reach

 **8,500+** monthly
monthly website visits

 **300+** employer partners
across sectors

 **5** Decades of **proven impact** - and a
bold vision for the **future of work**

CONTACT

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SPONSORSHIP LEVELS

Should you be interested in a full year of sponsorship, each sponsor will enjoy year-round brand visibility, recognition at major events, and opportunities to connect directly with job seekers, alumni, and employer partners.

Career Pathway Visionary

\$50,000

- Exclusive Presenting Sponsor of the 50th Anniversary Year
- Branding on all 2026 TE@50 communications, digital content, and events
- Full-page feature in the 50th Anniversary Impact Report and Event Program
- Opportunity for company representative to speak at the 50th Gala
- Prominent logo placement on signage, website, and press materials
- Custom corporate volunteer engagement opportunity
- 2 VIP tables (20 guests total) at Gala on Friday, Oct 2
- Recognition across 10+ events and all digital media campaigns

Advancement Leader

\$25,000

- Year-round recognition across all major anniversary events
- Full-page ad in the digital anniversary program
- Logo inclusion in all event signage and web promotions
- 1 VIP table (10 guests) at the 50th Gala on Friday, Oct 2
- Corporate volunteer opportunity and profile in one newsletter feature
- Acknowledgment on social media (minimum 20 posts annually)

Opportunity Builder

\$15,000

- Recognition across five 2026 milestone events
- Half-page ad in the anniversary digital program
- 6 tickets to the 50th Gala on Friday, Oct 2
- Logo inclusion in select web and digital announcements
- Recognition in 3 e-newsletters and social media posts

Career Catalyst

\$10,000

- Recognition across 3 anniversary events
- 4 tickets to the 50th Gala on Friday, Oct 2
- Logo placement on event signage and website
- Quarter-page ad in the digital program
- Inclusion in 2 e-newsletters and social media recognition

Training Advocate

\$5,000

- Recognition at one milestone or community event
- 2 Gala tickets on Friday, Oct 2
- Logo on website and event program
- Social media acknowledgment