



CALIFORNIA  
HUMANITIES  
50TH ANNIVERSARY

# CORPORATE

# SPONSORS

# 50TH ANNIVERSARY

*'Opening Minds Since 1975'*

*This milestone is a time to reflect on the past and more importantly to look forward to how the humanities can continue to advance our understanding of who we are and who we want to be.*

During its 50th anniversary year, California Humanities will implement a new strategic framework that will outline its values and commitment to focusing on pursuing a more equitable California in which everyone enjoys a sense of belonging.

Your sponsorship will support new and exciting advancements in 2025, including two major celebrations with the public, partners, and past and present leadership that will take place in February 2025 in San Francisco and October 2025 in Los Angeles.

<p><b>Supporting Sponsor</b></p>	<p><b>Underwriting Sponsor</b></p>	<p><b>Gold Sponsor</b></p>	<p><b>Presenting Sponsor</b></p>
<p><b>\$5,000</b></p> <ul style="list-style-type: none"> <li>• Two tickets to SF and LA events and VIP receptions</li> <li>• Recognition in event programs</li> </ul>	<p><b>\$10,000</b></p> <ul style="list-style-type: none"> <li>• Four tickets to SF and LA events and VIP receptions</li> <li>• Recognition in event programs and mentioned/tagged in social media posts</li> <li>• Reserved seating</li> <li>• Opportunity to join private tour of a humanities program with our President and CEO and members of our board</li> </ul>	<p><b>\$25,000</b></p> <ul style="list-style-type: none"> <li>• Six tickets to SF and LA events and VIP receptions</li> <li>• Logo included within event invitations</li> <li>• Recognition in event programs with logo and mentioned/tagged in social media posts</li> <li>• Reserved seating</li> <li>• Opportunity to join private tour of a humanities program with our President and CEO and members of our board</li> </ul>	<p><b>\$50,000</b></p> <p>Presenting sponsors will receive recognition at other 50th Anniversary events including regional events, community receptions, and other convenings in Los Angeles and San Francisco.</p> <ul style="list-style-type: none"> <li>• Eight tickets to SF and LA events and VIP receptions</li> <li>• Logo included within event invitations and on event stage signage</li> <li>• Recognition in event programs, website, and social media with logo</li> <li>• Full page color ad in event programs (5.5 x 8.5 inches)</li> <li>• 1-minute video promotion at SF and LA events, featuring your dedication to the humanities</li> <li>• Reserved seating</li> <li>• Opportunity to join private tours of humanities programs with our President and CEO and members of our board</li> </ul>

Deadline to take full advantage of printed ads and event assets for:  
**SF event: December 6, 2024 | LA event: August 31, 2025**

**Contact Marika Garcia, Director of Development**  
 mgarcia@calhum.org | 415.391.1474 x 315

# OUR REACH

## Website

- Our website receives **1.5K-2K average visits per week and 7.3K-8.3K visits per month**. We use SEO and targeted Google ad campaigns to direct people to specific events, programs, and projects that we offer and support throughout the state.
- We reach users at all income levels with approximately **34% high income, 45% middle income, and 21% low income**.
- We reach various age groups with the **25-44 age groups (Generation Z, Millennial, and Gen X) among the most engaged users**.

## Social Media

- Our social media presence continues to grow each month with **4,965 on Facebook, 4,481 followers on Instagram, 1,038 on LinkedIn, and 1,002 subscribers on YouTube**.
- Instagram and LinkedIn have the **highest monthly growth rate at 11% and 13% respectively**.

## Paid Advertisements

- Paid Search campaigns YTD have **driven 11.3K visits to calhum.org**. In addition, site engagement exceeded visits with a high of 13,870.
- Among top audience interests are **Avid News Readers, Book Lovers, and Art & Theatre Goers**.

## Media and Organizational Partnerships

- We are currently partnering with **CapRadio** on a 2024 program in Sacramento and have leveraged an existing relationship with **KQED** in the Bay Area to engage a reporter to moderate our February program. We hope to build further media partnerships around our 50th anniversary activities.

## Mailing List

- Our monthly eNews is sent to over **12,000 subscribers**, with additional event- and grant-specific email campaigns. These emails have **an open rate between (31-35%), above average for peers in the nonprofit space** (average peer performance is 31.4%).

## About Us

Founded in 1975, California Humanities is an independent nonprofit organization and a partner of the National Endowment for the Humanities (NEH) that promotes the humanities as relevant, meaningful ways to understand the human condition and connect us to each other in order to help strengthen California. It produces, funds, creates, and supports humanities-based projects and programs, eye-opening cultural experiences, and meaningful conversations, awarding over \$44 million in grants across the state, reaching every Congressional district. To learn more, visit [calhum.org](http://calhum.org).