



HORATIO ALGER ASSOCIATION
**2018 NEW MEMBER
WELCOME PACKET**



2018 HORATIO ALGER AWARD



GREGORY E. ABEL

Chairman, President, & CEO
Berkshire Hathaway Energy

JAMES J. LIAUTAUD

Founder, Chairman, & Owner
Jimmy John's Gourmet Sandwiches

RONALD M. BERGERON, SR.

Founder & CEO
Bergeron Land Development, Inc.
Bergeron Family of Companies
Bergeron Properties & Investment Corp.

ROB LOWE

*Film & Television Actor, Producer,
Writer, Director, & New York Times
Best-Selling Author*

DON R. DASEKE

Founder, Chairman, President & CEO
Daseke, Inc.

REBA MCENTIRE

Multi-media Entertainer & Entrepreneur

ALPHONSO R. JACKSON

CEO
A.R. Jackson Advisors LLC
*13th U.S. Secretary of Housing
and Urban Development*

JAMES H. PUGH, JR.

Chief Executive Officer, Owner & Chairman
Epoch Residential

DAVID JOHNSTON (Canada)

Chair
Rideau Hall Foundation
28th Governor General of Canada

ERNEST S. RADY

*Founder, Executive Chairman of the Board,
Chief Executive Officer, & President*
American Assets Trust, Inc.
Founder and Executive Chairman
ICW Group Insurance Companies

LARRY LAWSON

Founder & CEO
Heartcor Solutions

H. LEE SCOTT JR.

*Former President, CEO, & Chairman
of the Executive Committee*
Wal-Mart Stores, Inc.

CONTACT LIST

EXECUTIVE DIRECTOR'S OFFICE

Terrence J. Giroux
Executive Director

Constantine G. Katsarakis
*Director, Strategic Initiatives
& the Office of the Executive Director*
E-mail: ckatsarakis@horatioalger.org
Phone: 703.684.9444

Margaret D. Slipek
*Manager, Editorial Services
& Assistant to the Executive Director*
E-mail: mslipek@horatioalger.org
Phone: 703.684.9444

AWARDS SUPPORT

Ann Marie White
Program Assistant
Email: amwhite@horatioalger.org
Phone: 703.684.9444

KEY PARTNERS

Jackie Rough
Biographer

Christopher Salvador
Videographer, New Group Media

MEDIA RELATIONS

United States
Meg Kane, Brian Communications
Phone: 484.385.2938
E-mail: mkane@briancom.com

Canada
Adam Daifallah, HATLEY Strategy Advisors
Phone: 514.316.7089
E-mail: adaifallah@hatleystrategies.com

NEW MEMBER INDUCTION CHECKLIST

The following checklist will assist you in preparing for your induction as a Member of the Horatio Alger Association during the 71st Horatio Alger Awards on April 5-7, 2018, in Washington, D.C. An electronic version of the checklist is available on the New Member Portal (www.horatioalger.org/newmember), which is intended to help you manage the process.

Your dedicated Association contact for Awards preparations is Ann Marie White, who can be reached at **703.684.9444** or amwhite@horatioalger.org. We encourage your staff and associates to contact Ann Marie with questions and/or concerns you may have, for scheduling the activities outlined below, and for sharing the requested documents and files.

NOVEMBER 2017

Mark your calendar to attend the Horatio Alger Awards
April 5-7, 2018 | Washington, D.C.
Please refer to pages 11-15 for the New Member Schedule

Reserve hotel accommodations
It is recommended that you reserve your room in early November to ensure preferred accommodations. Please refer to page 16 for information regarding The Ritz-Carlton.
Reserve at: www.horatioalger.org/awards-hotel

Schedule planning calls

Deadline: Monday, November 13, 2017

Ann Marie White will contact your office to schedule:

- A conference call with her to review the pre-Awards timeline of activities, the Awards events schedule, and the requirements for New Members before and during the Awards.
- A conference call between your communications team and the Association's media relations team.

Schedule interviews

Deadline: Monday, November 20, 2017

Ann Marie White will contact your office to schedule:

- A phone interview for the *Only in America* publication. The interview may also be scheduled by using the scheduling link here: calendly.com/amwhite-1.
- An on-site video interview that will be used to introduce you during the Horatio Alger Awards Induction Ceremony.

Review and approve the short biography

Deadline: Monday, November 20, 2017

You will receive a draft short biography, which will be included in *The Forum* magazine, an internal Association publication, for you to review and approve/return with edits.

Email to: Ann Marie White, amwhite@horatioalger.org

Submit photos for media relations (300 dpi at minimum)

Deadline: Tuesday, November 28, 2017

We request one (1) high resolution headshot and one (1) high resolution candid photograph.

Email to: Meg Kane, mkane@briancom.com (United States)

Adam Daifallah, adaifallah@hatleystrategies.com (Canada)



Example photography

NOVEMBER 2017

Review and approve press releases

Deadline: Monday, November 27, 2017

You will receive one (1) comprehensive and one (1) individual draft press release to review and approve/return with edits.

Email to: Meg Kane, mkane@briancom.com (*United States*)

Adam Daifallah, adaifallah@hatleystategies.com (*Canada*)

Complete and return the sponsorship form

Please refer to pages 17-19 for information regarding sponsorships, which support the Association's educational programs.

DECEMBER 2017

Submit 20-25 photographs for use in the *Only in America* publication and the Awards Induction Ceremony video (300 dpi at minimum)

Deadline: Friday, December 15, 2017

Please refer to pages 8-9 for additional details.

Email to: Ann Marie White, amwhite@horatioalger.org

Review and approve letters to individuals/organizations who may support the Horatio Alger Awards in your honor and submit mailing lists

Deadline: Friday, December 15, 2017

Please refer to page 22 for additional details.

Email to: Ann Marie White, amwhite@horatioalger.org

Schedule meeting with the Association's Executive Director and staff
Ann Marie White will contact your office to schedule this meeting.

JANUARY 2018

- Review and approve *Only in America* profile

Deadline: Friday, January 26, 2018

You will receive a profile for you to review and approve/return with edits.
Email to: Ann Marie White, amwhite@horatioalger.org

- Complete video interview

Deadline: Friday, January 26, 2018

- Meet with the Association's Executive Director and executive staff

Deadline: Wednesday, January 31, 2018

MARCH 2018

- Provide list of guests attending the Horatio Alger Awards

Deadline: Friday, March 9, 2018

Please refer to pages 17-19 for additional details.

- Review and approve 90-second acceptance remarks for the Awards Induction Ceremony

Deadline: Friday, March 23, 2018

You will receive a set of draft remarks, based on your interviews, for you to review and approve/return with edits. Remarks cannot exceed 90 seconds. Those that run over the time limit will be interrupted.

Email to: Ann Marie White, amwhite@horatioalger.org

- Schedule teleprompter rehearsal

Deadline: Friday, March 23, 2018

Teleprompter rehearsals for New Members are scheduled in 10-minute blocks between 9:00 a.m. and 12:00 p.m. on Thursday, April 5.

Email to: Ann Marie White, amwhite@horatioalger.org

PRE-AWARDS REQUESTS

MEDIA RELATIONS

Each year, new Horatio Alger Award recipients (*New Members*) are publicly announced through key media outreach, advertisements (e.g. *Forbes*, *The Wall Street Journal*) and press releases developed and issued by the Association's media relations associates: Brian Communications (*United States*) and HATLEY Strategy Advisors (*Canada*).

Media relations associates will contact Horatio Alger Award recipients' offices to discuss their willingness to engage in media relations, interviews, and social media regarding this prestigious award. Participation is at the discretion of the New Members, although all are listed on the Association's website and social media as well as in a comprehensive press release. All New Members receive an opportunity to review and approve the comprehensive press release announcing their induction as well as an individualized press release, focused solely on each honoree.

If you wish to participate in media relations, Brian Communications and HATLEY Strategy Advisors will work with you and/or your team to establish the following:

- The state newswire across which your individualized press release will be distributed.
- A list of key media contacts whom we should reach out to regarding your induction, including any reporter/outlet that should receive this news first, on an embargoed basis.
- Whether you will be interested in:
 - Granting interviews, upon request, prior to/upon announcement of your induction into the Association.
 - The Association highlighting your selection/induction via its official social media channels (*Facebook, Twitter and Instagram*).
- You and/or your company's social media handles, if available, with which the Association can engage.
- Photos to be used for media relations – one (1) high resolution headshot and one (1) high resolution candid photograph (*300 dpi at minimum*).

Submit photos for media relations to Meg Kane (*United States*) at mkane@briancom.com or Adam Daifallah (*Canada*) at adaifallah@hatleystrategies.com

Deadline: Tuesday, November 28, 2017

Review press release and approve/return with edits to Meg Kane (*United States*) at mkane@briancom.com or Adam Daifallah (*Canada*) at adaifallah@hatleystrategies.com

Deadline: Tuesday, November 28, 2017

ONLY IN AMERICA

Each year the Association publishes *Only in America*, which profiles each New Member as well as the Association's anniversary class Members. The National Scholars are also highlighted. This keepsake is provided to all guests attending the Inaugural Dinner on Thursday evening of the Awards events.

The following is requested of each New Member for inclusion in *Only in America*:

60 minute telephone interview with the Association's biographer, Jackie Rough

- The interview may be scheduled by using the scheduling link (calendly.com/amwhite-1) or through Ann Marie White at amwhite@horatioalger.org.
- Questions will be provided in advance, once the interview is scheduled.
- The interview will focus on memorable moments of triumph over adversity as well as your personal philosophy of success.

20-25 photographs of your life

- These photographs can range from your youth to today and should include stages of your childhood, school years, early career, family life, and interests – photos that tell the story of your journey to success, family members and mentors who inspired you, pivotal moments in your career, etc.
- It is recommended that each photograph be accompanied with a caption that identifies those in the picture and also offers the approximate age of the New Member.
- If applicable, we welcome the submission of professional photography, as well as photography from media placements. Please provide photographer credit where possible when submitting professional photos.
- All photographs must be high resolution (*300 dpi at minimum*) and can be shared in the following formats:
 - Digital: Via online file sharing service (e.g., *Dropbox*) or USB/flash drive.
 - Hard Copy: If digital images are not available, please submit photographs, yearbooks or other materials using a secure, overnight service with guaranteed delivery to the Association's headquarters to the attention of Ann Marie White. The Association will safely return these materials to you.

ONLY IN AMERICA

- The images provided for *Only In America* may also be used for the following:
 - Horatio Alger Association web sites (www.horatioalger.org and www.horatioalger.ca)
 - Horatio Alger Awards induction video
 - Horatio Alger Association social media platforms (*Facebook, Twitter and Instagram*)

All New Members will be provided a draft of their respective *Only in America* profile for review and approval before the publication is finalized and printed.

Schedule the phone interview through Ann Marie White at amwhite@horatioalger.org or via calendly.com/amwhite-1

Deadline: Monday, November 20, 2017

Complete the phone interview and submit photographs to Ann Marie White at amwhite@horatioalger.org

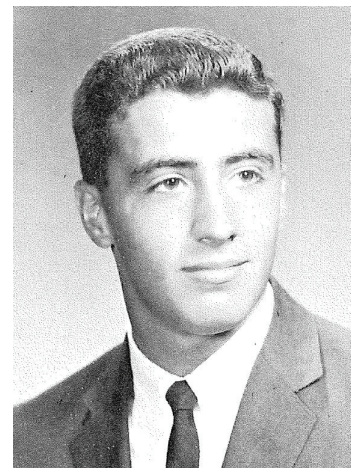
Deadline: Friday, December 15, 2017

Review *Only in America* Profile and approve/return with edits to Ann Marie White at amwhite@horatioalger.org

Deadline: Friday, January 26, 2018



Example photography



AWARDS INDUCTION CEREMONY VIDEO

During the Awards Induction Ceremony, there will be a brief opening summary by the Master of Ceremonies followed by a 2.5 minute video biography. The video will feature your inspirational life story, how you overcame adversity to achieve success, and reflections on those who have been a source of strength to you throughout your journey.

Ann Marie White will contact you to schedule this on-site videotaped interview at a time that is convenient with your schedule. Scheduling your interview is the only requirement prior to our videographer, Chistopher Salvador, and his team arriving to film your story.

If available, we would welcome any videos you may have that could be included in your induction video. Following the interview, the footage obtained will then be edited and provided for your review and approval.

DAY OF INTERVIEW-WHAT TO EXPECT:

Set-Up

Our crew of four (4) people will arrive with all equipment required for a two-camera video interview. One hour is needed to set lights, cameras, and sound equipment (*with minimal disruption*).

Video Interview (45-90 Minutes)

We recommend business attire without tight patterns (*e.g. herringbone*).

B-Roll Filming

We will film approximately 20 minutes of b-roll footage for editing purposes. This is footage, without sound recorded, which may include you working at your home or office, talking on the phone, walking around your home, etc.

Packing

It may take up to one hour for our production crew to remove and pack all interview equipment and return the interview site to its condition prior to arrival.

Photography

A photographer will accompany the videography team to capture still images during the allotted time frame for use in *Only in America*, other Awards materials, and the Association's websites and social media.

Schedule the video interview through Ann Marie White at amwhite@horatioalger.org

Deadline: Monday, November 20, 2017

Complete the video interview

Deadline: Friday, January 26, 2018

NEW MEMBERS AWARDS SCHEDULE

THURSDAY, APRIL 5, 2018

Please note that the schedule below is specific to New Members and their Life Partners. Guests invited to the Horatio Alger Awards will receive a different schedule.

TELEPROMPTER REHEARSAL

New Members rehearse their 90-second acceptance remarks for the Awards Induction Ceremony.

Time	9:00 a.m. – 12:00 p.m. (<i>Scheduled in 10-minute blocks</i>)
Location	The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW (<i>Grant/Madison Room</i>)
Attire	Casual
Attendees	New Members

It is not necessary that Life Partners attend, but they are welcome to accompany their spouse.

NEW MEMBER WELCOME

A time to welcome New Members and their Life Partners before departure to the Supreme Court.

Time	2:00 p.m. – 2:15 p.m.
Location	The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW (<i>Art Gallery</i>)
Attire	Business
Attendees	New Members & Life Partners, Executive Committee Members & Life Partners, Class of 2017 New Members & Life Partners

NEW MEMBER ORIENTATION

New Members and Life Partners receive an overview of the Awards activities, the Association and its many programs.

Time	3:15 p.m. – 4:00 p.m.
Location	United States Supreme Court, 1 First Street NE
Attire	Business
Attendees	New Members & Life Partners, Executive Committee Members & Life Partners
Transportation	Shuttle bus service is provided from The Ritz-Carlton to the Supreme Court (<i>Departure: 2:15 p.m.</i>)

Following the orientation there will be a brief rehearsal for the Inaugural Ceremony.

THURSDAY, APRIL 5, 2018

INAUGURAL RECEPTION & CEREMONY

Hosted by Associate Justice and Association Member, Clarence Thomas, the Inaugural Ceremony is the only event held in the hallowed chambers of the U.S. Supreme Court. During the Ceremony, Justice Thomas will present New Members with the Horatio Alger Medallion. A welcome reception precedes the Inaugural Ceremony.

Time	4:00 p.m. – 6:00 p.m.
Location	United States Supreme Court, 1 First Street NE
Attire	Business
Attendees	New Members & Life Partners, Members & Life Partners, Guests attending the Inaugural Dinner

INAUGURAL DINNER

The Inaugural Dinner is a festive evening that provides an opportunity for Members and Life Partners to meet and welcome the New Members. The event also provides an opportunity to focus on recent progress made by the Association as well as time for special tributes.

Time	6:45 p.m. – 9:30 p.m.
Location	Andrew Mellon Auditorium, 1301 Constitution Avenue NW
Attire	Business
Attendees	New Members & Life Partners, Members & Life Partners, Guests attending the Inaugural Dinner
Transportation	Shuttle bus service is provided from the Supreme Court to the Mellon Auditorium

Departure for the Inaugural Dinner from the Supreme Court begins immediately at the conclusion of the Inaugural Ceremony. Shuttle bus service is provided between the Mellon Auditorium to The Ritz-Carlton at the conclusion of the Inaugural Dinner.

FRIDAY, APRIL 6, 2018

MEET THE NATIONAL SCHOLARS BREAKFAST

During breakfast, New Members, Members, and Life Partners will have the opportunity to meet the new National Scholars from the United States and Canada and learn more about the Association's programmatic focus on supporting the "Whole Scholar."

Time	8:00 a.m. – 9:15 a.m.
Location	Salon III The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW
Attire	Business
Attendees	New Members & Life Partners, Members & Life Partners, National Scholars

MEMBERS FORUM

New Members participate in a panel discussion, responding to questions from the National Scholars about their personal and professional experiences and sharing strategies for success.

Time	9:30 a.m. – 11:30 a.m.
Location	Ballroom The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW
Attire	Business
Attendees	New Members & Life Partners, Members & Life Partners, National Scholars, All Guests

There are no prepared remarks for the session as candid, personal responses to the students' questions make this a dynamic and valued interaction.

MEMBERS LUNCHEON

This special luncheon offers New Members an opportunity to engage with Members and Scholars and hear several of the Scholars share their stories of overcoming adversity and how the Association has affected their lives.

Time	12:15 p.m. – 2:00 p.m.
Location	U.S. Department of State, 23rd Street NW
Attire	Business
Attendees	New Members & Life Partners, Members & Life Partners, National Scholars
Transportation	Shuttle bus service is provided between The Ritz-Carlton and the U.S. Department of State

Departure for the Members Luncheon from The Ritz-Carlton is at 11:45 a.m. Transportation to The Ritz-Carlton begins immediately at the conclusion of the Members Luncheon.

FRIDAY, APRIL 6, 2018

NEW MEMBER GATHERING

New Members depart to DAR Constitution Hall to prepare for their induction.

Time	4:45 p.m. – 5:00 p.m.
Location	The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW (<i>Art Gallery</i>)
Attire	Black Tie
Attendees	New Members & Life Partners (<i>optional</i>)

Life Partners may choose to depart with New Members or later with their guests.

AWARDS INDUCTION CEREMONY

With a special focus on how New Members have overcome adversity through hard work and strength of character, Horatio Alger Award recipients are inducted as lifetime Members of the Association.

Time	6:00 p.m. – 10:15 p.m.
Location	DAR Constitution Hall, 18th & D Streets, NW
Attire:	Black Tie
Attendees:	New Members & Life Partners, Members & Life Partners, National Scholars, Guests attending the Awards Induction Ceremony
Transportation:	Shuttle bus service is provided between The Ritz-Carlton and DAR Constitution Hall

Departure for the Awards Induction Ceremony from The Ritz-Carlton Art Gallery begins at 5:00 p.m. Transportation to The Ritz-Carlton begins immediately at the conclusion of the Awards Induction Ceremony.

AWARDS RECEPTION

Hosted by the Association Board of Directors, all guests are invited to conclude the evening's festivities with coffee, cordials and friandise.

Time	10:30 p.m. – 12:00 a.m.
Location	Ballroom The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW
Attire	Black Tie
Attendees	New Members & Life Partners, Members & Life Partners, Guests attending the Awards Induction Ceremony

SATURDAY, APRIL 7, 2018

BREAKFAST SALUTING THE NATIONAL SCHOLARS

Serving as an uplifting conclusion to the Awards events, selected National Scholars discuss how the Horatio Alger Scholarship has changed their lives, offer reflections on the National Scholars Conference and share their future plans with attendees. New Members are recognized by National Scholars for their willingness to serve as role models who use their life stories as an inspiration to others.

Time	8:30 a.m. – 10:15 a.m.
Location	Ballroom The Ritz-Carlton, Washington, D.C., 1150 22nd Street, NW
Attire	Business
Attendees	New Members & Life Partners, Members & Life Partners, National Scholars, Guests attending the Awards Induction Ceremony

HOTEL ACCOMMODATIONS

HOTEL ACCOMODATIONS



THE RITZ - CARLTON

The Ritz-Carlton, Washington, D.C.
1150 22nd Street, NW
Washington, D.C. 20037
Phone: 202.835.0500

ROOM RATES

The group rates listed below are available until the group cut-off date of March 1, 2018, or until the contracted room block is filled, whichever comes first. All room rates are subject to applicable local tax, currently 14.5 percent per room per night. All rooms are non-smoking.

- Deluxe - \$562.00/night
- Premier - \$673.00/night
- Club Deluxe - \$925.00/night (*limited availability*)
- Suites (*limited availability*)
 - One-bedroom - \$1,112
 - Club One-bedroom - \$1,366
 - Presidential - \$4,409
 - Ritz-Carlton - \$6,064

Check-in is at 3:00 p.m. and check-out is at 12:00 p.m. The Ritz-Carlton will make every effort to accommodate earlier arrivals as availability permits. To guarantee early check-in (*prior to 3:00 p.m.*), rooms need to be reserved for the night before and will be charged accordingly.

RESERVATIONS

Please visit www.horatioalger.org/awards-hotel to complete and submit the hotel reservation form. Once the form is received and accommodations are confirmed based on availability, the Association will contact you to provide your confirmation number(s). Please note that submission of the form does not guarantee room reservations.

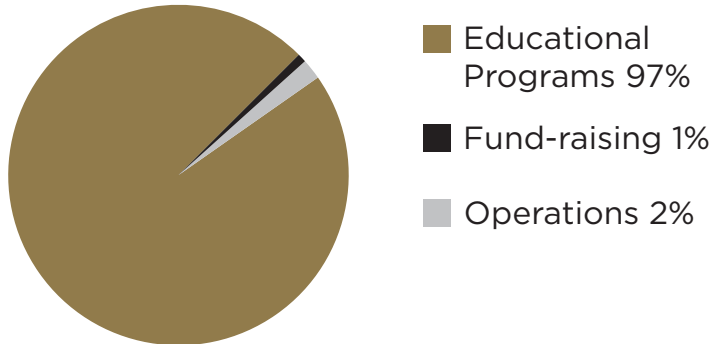
Once the Association contacts you to confirm your hotel reservation(s), please contact the hotel to provide a credit card number or send a one-night deposit check in order to finalize the reservation. In the event the guests do not show up, the credit card will be charged one night's room and tax. The hotel cancellation policy states that cancellations must be made five (5) days prior to arrival in order to avoid the cancellation penalty of one (1) night's room & tax.

Deadline: November 2017

HORATIO ALGER AWARDS SPONSORSHIPS

HORATIO ALGER AWARDS SPONSORSHIPS

The Association’s Board of Directors has set the 71st Horatio Alger Awards development goal at \$10 million. Awards sponsorships and general contributions represent more than 50 percent of the annual funding to underwrite the educational programs offered by the Association. The Association dedicates the majority of its budget to these programs, with the remaining funds supporting general operating and fund-raising expenditures. Independent audits are completed annually by RMS US LLP. The Association received four stars from Charity Navigator, which is the highest ranking for a charitable organization.



To support the Horatio Alger Awards, please consult the sponsorship charts and diagrams on the pages that follow. Sponsors may sign up for multiple sponsorships (*at the same level or varying levels*) to accommodate the number of guests they wish to invite to the Awards events. After reviewing this information, we kindly request that you complete and return the separate sponsorship form that is enclosed with this packet. The form can also be downloaded from the New Member Portal: www.horatioalger.org/newmember. The following chart lists the contributions to previous Awards Activities broken down by donor groups.

DONOR GROUP	2014	2015	2016	2017
Members	\$4,101,018	\$4,309,859	\$4,748,546	\$7,183,600
New Members	\$6,036,257	\$6,070,679	\$5,559,830	\$6,403,924
Non-Members Donors	\$408,450	\$291,050	\$204,550	\$473,700
TOTAL	\$10,545,725	\$10,671,588	\$10,543,916	\$14,061,224

Deadlines:

Submit a sponsorship form at amwhite@horatioalger.org in **November 2017**
 Submit list of guests attending the Horatio Alger Awards to Ann Marie White at amwhite@horatioalger.org by **Friday, March 9, 2018**
 Complete payments on sponsorship(s) by **Friday, March 23, 2018**

SPONSORSHIP LEVELS

SPONSORSHIP LEVELS	Eagle Flight \$250,000 Max: 8	Liberty* \$175,000 Max: 22	Patriot* \$100,000 Max: 22	Legacy \$75,000 Max: 14	Enterprise \$50,000 Max: 6	\$15,000 Non-Members Only	\$10,000 Non-Members Only	\$7,500 Members Only
Attendance								
Inaugural Reception & Ceremony <i>U.S. Supreme Court</i>	10 Seats	10 Seats	10 Seats	2 Seats (Members only)	2 Seats (Members only)	1 Seat		1 Seat
Inaugural Dinner <i>Andrew W. Mellon Auditorium</i>	10 Premier Seats	10 Select Seats	10 Preferred Seats	2 Standard Seats (Members only)	2 Standard Seats (Members only)	1 Seat		1 Seat
Meet the National Scholars Breakfast <i>The Ritz-Carlton</i>	2 Seats (Members only)	2 Seats (Members only)	2 Seats (Members only)	2 Seats (Members only)	2 Seats (Members only)			1 Seat
Members Forum <i>The Ritz-Carlton</i>	10 Seats	10 Seats	10 Seats	10 Seats	10 Seats	1 Seat	1 Seat	1 Seat
Members' Luncheon <i>U.S. State Department</i>	2 Seats (Members only)	2 Seats (Members only)	2 Seats (Members only)	2 Seats (Members only)	2 Seats (Members only)			1 Seat
Induction Ceremony & Reception <i>DAR Constitution Hall & The Ritz-Carlton</i>	10 Premier Seats	10 Select Seats	10 Preferred Seats	10 Standard Seats	10 Standard Seats	1 Seat	1 Seat	1 Seat
Salute the National Scholars Breakfast <i>The Ritz-Carlton</i>	10 Seats	10 Seats	10 Seats	10 Seats	2 Seats (Members only)	1 Seat		1 Seat

* Tables at this level are available on the main floor and the Grand View. The Grand View provides sweeping views of the event as guests are seated at elevated tables accessible from the main floor. Grand View sponsors are also provided with VIP service including an exclusive service area and dedicated wait staff. Please indicate your preference on the sponsorship form.

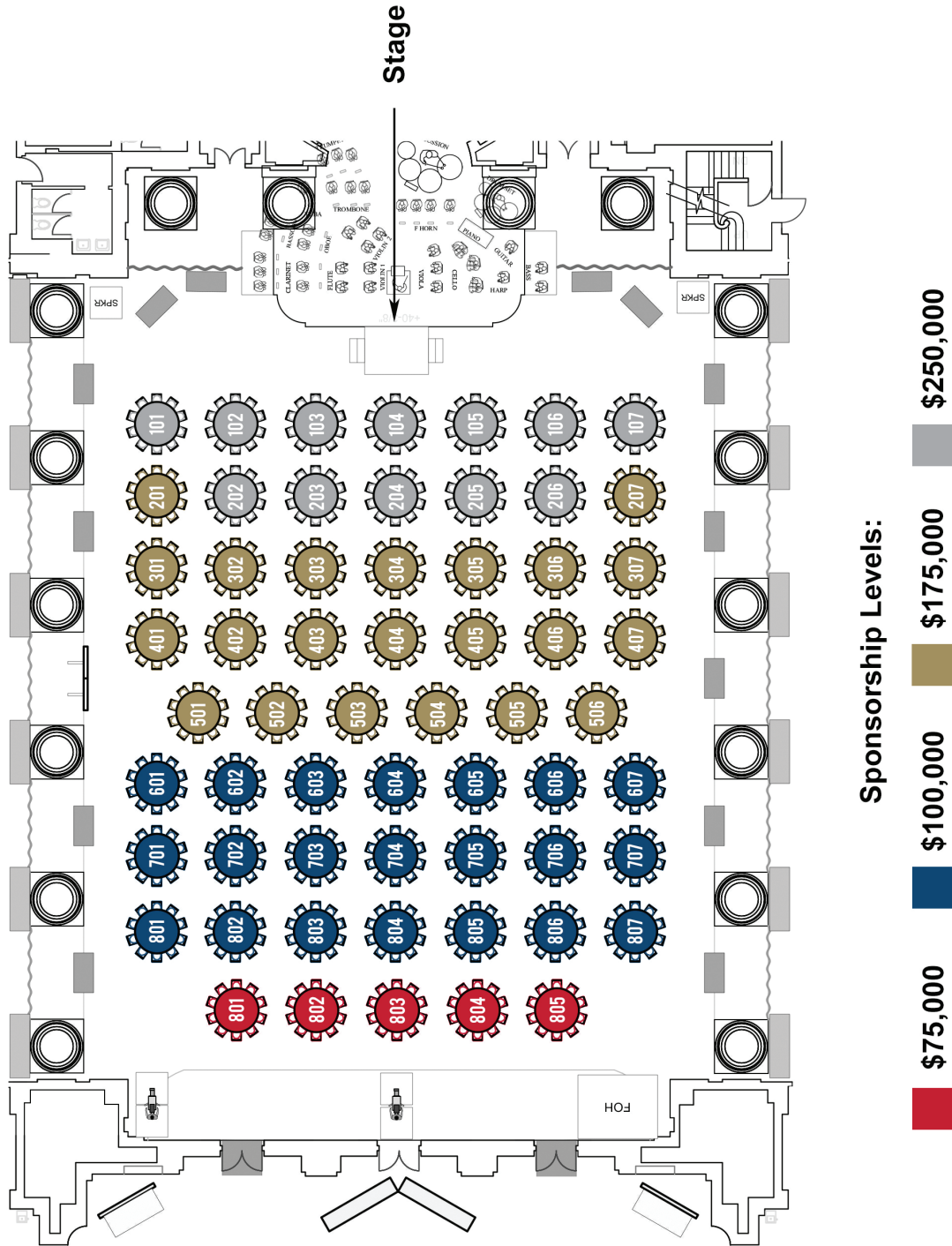
SPONSORSHIP SUPPORT & RECOGNITION

SPONSORSHIP LEVELS	Eagle Flight \$250,000 <i>Max: 8</i>	Liberty \$175,000 <i>Max: 22</i>	Patriot \$100,000 <i>Max: 16</i>	Legacy \$75,000 <i>Max: 14</i>	Enterprise \$50,000 <i>Max: 6</i>	\$15,000 <i>Non-Members Only</i>	\$10,000 <i>Non-Members Only</i>	\$7,500 <i>Members Only</i>
Underwriting								
General Support	●	●	●	●	●	●	●	●
Scholarship Programs & Support Services	●	●	●	●	●			
National Scholars Conference (NSC)	●	●	●	●				
Alumni Programs	●	●	●					
Personal Computers for Scholars	●	●						
Research Projects	●							
Recognition								
General Recognition in Event Materials	●	●	●	●	●	●	●	●
General Recognition in Annual Report	●	●	●	●	●			
Special Recognition in NSC Program	●	●	●	●				
Special Recognition in <i>Only In America</i>	●	●	●					
Special Recognition in Event Remarks	●	●						
Special Recognition in Research Publications	●							

SEATING DIAGRAMS

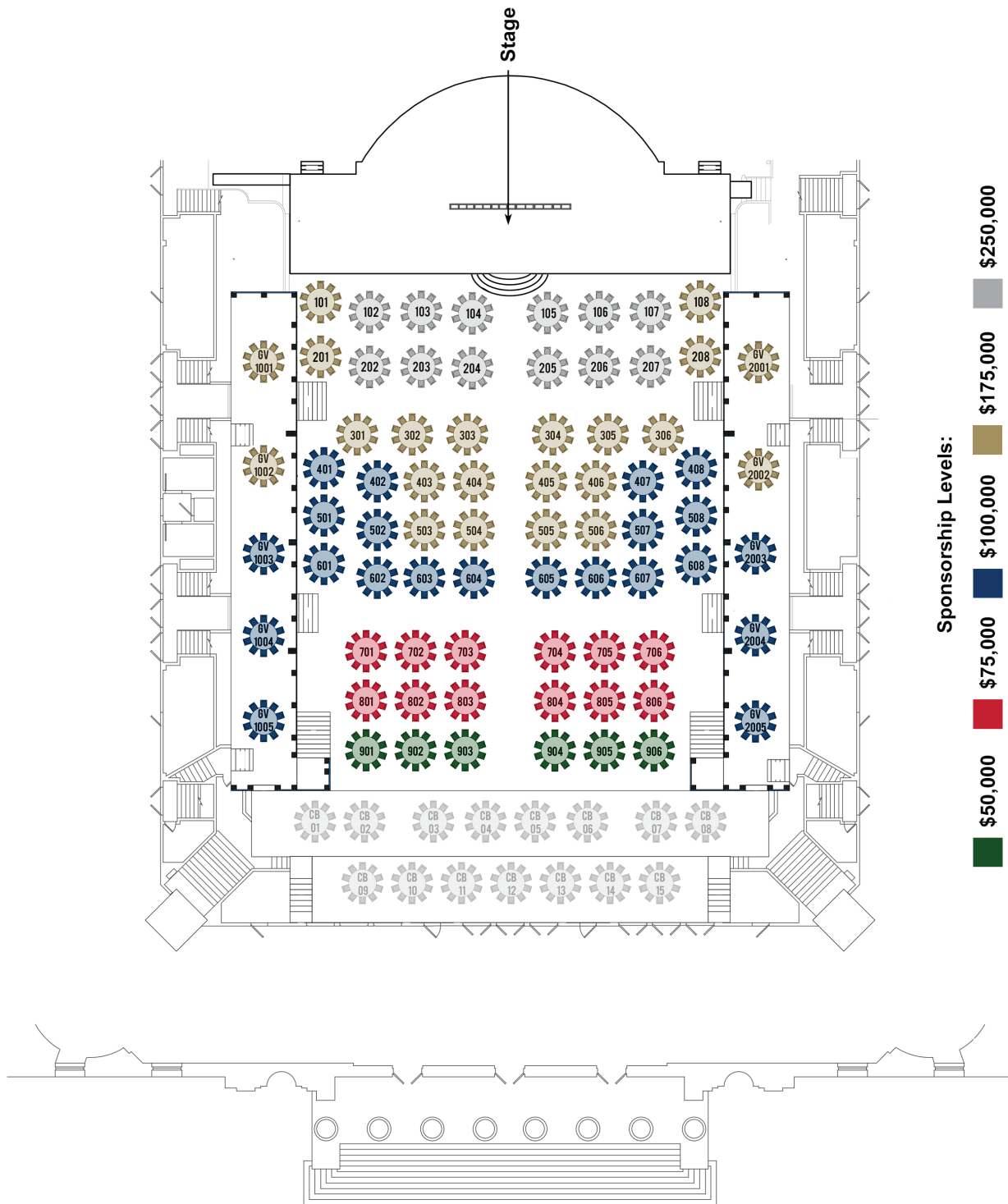
SEATING DIAGRAM: INAUGURAL CEREMONY

THURSDAY, APRIL 5, 2018



SEATING DIAGRAM: AWARDS INDUCTION CEREMONY

FRIDAY, APRIL 6, 2018



SAMPLE LETTERS FOR MAILING LISTS

SAMPLE LETTERS FOR MAILING LISTS

The Horatio Alger Association will assist with sending information about the Horatio Alger Awards to family, friends, and colleagues who you believe may want to support the Association's educational programs in your honor.

We have found that letters sent from the Association's Chairman and President, the President of the Horatio Endowment Fund or the President of the Canadian Association are well-received and engender support.

The letters are available for your review via the New Member Portal:
www.horatioalger.org/newmember.

We ask that you download the letters, track any changes you may have in Microsoft Word and upon review/revision, email them to Ann Marie White at amwhite@horatioalger.org. If you approve the letters without changes, please inform us accordingly.

We kindly request that you also provide a mailing list in Microsoft Excel, so that the Association can prepare these letters. The following information - in individual columns - is required to successfully prepare and distribute these mailings:

- Salutation (*Dr., Mr., Mrs., etc.*)
- First Name
- Last Name (*Please do not include Jr., Sr., II, etc. in this field*)
- Full Name (*Please include Jr., Sr., II, etc. in this field; e.g. John Wilson Jr.*)
- Title (*if applicable*)
- Organization/Company (*if applicable*)
- Address I
- Address 2 (*if applicable*)
- City
- State/Province
- Country
- Zip/Postal Code

Review and approve letters and submit mailing lists to Ann Marie White at amwhite@horatioalger.org

Deadline: December 15, 2017

OVERVIEW & MISSION

OVERVIEW & MISSION

The Horatio Alger Association of Distinguished Americans, Inc., a 501(c) (3) nonprofit educational organization, was established in 1947 to dispel the mounting belief among our nation's youth that the American Dream was no longer attainable.

The Association bears the name of the renowned author Horatio Alger, Jr., whose tales of overcoming adversity through unyielding perseverance and basic moral principles captivated the public in the late 19th century. The organization's founder, Dr. Kenneth Beebe, in close coordination with Dr. Norman Vincent Peale, hoped to inspire individual Americans to reach their highest potential, thereby strengthening American society as a whole. They created the Association to recognize men and women of outstanding achievement as a way to remind Americans of the limitless possibilities that exist through the free-enterprise system.

The Horatio Alger Association of Distinguished Americans is dedicated to the simple but powerful belief that hard work, honesty and determination can conquer all obstacles. The Association honors the achievements of outstanding leaders who have accomplished remarkable successes in spite of adversity by bestowing upon them the Horatio Alger Award and inducting them as lifetime Members. Since 1947, more than 700 distinguished individuals from various walks of life and diverse professional backgrounds have received the Horatio Alger Award and lifetime membership in the Association. There are currently more than 300 living Members, including 13 Members from Canada.

In 2009, the Horatio Alger Association of Canada was established to advance the Association's mission in that country and to provide additional engagement opportunities to International Horatio Alger Awards recipients, all of whom are currently from Canada.

Horatio Alger Members support promising young people with the resources and confidence needed to overcome adversity and pursue their dreams through higher education. Thanks to their generosity, in 2017 the Association awarded more than \$18 million in undergraduate and graduate need-based scholarships across the United States and Canada and provides college support and mentoring services to its Scholars.

Our Mission:

- To induct contemporary role models as Members of the Association whose experiences exemplify that opportunities for a successful life are available to all individuals who are dedicated to the principles of integrity, hard work, perseverance, and compassion for others.
- To provide scholarship assistance to deserving young people who have demonstrated integrity and determination in overcoming adversity in their lives and who have shown the academic potential and personal aspiration to make a unique contribution to society.
- To mentor Association scholarship recipients and educate youth about the limitless possibilities that are available through the American free-enterprise system, while underscoring the importance of service to others.

EDUCATIONAL PROGRAMS & SERVICES

As one of the largest need-based college scholarship providers, the Horatio Alger Association administers scholarship programs to support high school students who have faced and overcome great obstacles in their young lives. While many programs are directed primarily to recognizing academic achievement or leadership potential, the Horatio Alger Association's programs are intended for students who have exhibited determination, integrity, and perseverance in overcoming adversity, and have critical financial need.

Horatio Alger Members generously support the Association's educational programs and services for Scholars and Alumni. Since awarding the first National Scholarships in 1984, the Association has awarded more than \$125 million in undergraduate, graduate, and military veterans' scholarships to 25,000 students. Horatio Alger scholarships, complemented by the Association's services, encourage our scholars to stay the course and successfully complete their college studies. Horatio Alger National Scholars are graduating at a rate of 75 percent. This is in stark contrast to the 26 percent graduation rate for low-income students nationally.

SCHOLARSHIP PROGRAMS

National Scholarship Program

- More than 100 students each year awarded from across the U.S. and Puerto Rico
- Scholarships are valued at \$25,000 each
- In addition, the Association provides recipients with an all-expenses paid trip to Washington, D.C., during the spring of their senior year of high school to participate in the five-day National Scholars Conference and the Awards events

State Scholarship Programs

- More than 700 students each year awarded from across the U.S. and Puerto Rico
- Scholarships are valued at \$10,000 each

Canadian Scholarship Programs

- 80 students each year awarded scholarships valued at \$5,000 each
- Five (5) students each year awarded National Entrepreneurial Scholarships valued at \$10,000 each
- Recipients of the Canadian Entrepreneurial Scholarships participate in the National Scholars Conference along with their American peers

Dennis R. Washington Achievement Scholarship Program

Sponsored by the Phyllis and Dennis R. Washington Foundation, this program provides financial assistance to Horatio Alger Alumni Scholars who are earning master's or doctoral degrees. Each scholarship is valued at up to \$120,000.

Specialized Scholarships Programs

The Horatio Alger Association continues to expand its reach to persevering and deserving Scholars through specialized programs, thanks to the leadership and generosity of Association Members and partner organizations. These scholarships target individuals who live in particular geographical locations, who attend certain schools, or who are pursuing their education in a specific field.

SCHOLAR SERVICES

In addition to scholarship support, the Association offers a number of services and opportunities to Horatio Alger Scholars.

Personal Contact

Horatio Alger headquarters staff keeps in regular contact with Scholars via email, phone, letters and cards, e-newsletters, and social media.

College Readiness and Scholar Support Tools

Scholars have a personalized online account, where they can access resources to help with the scholarship disbursement process and find tips to aid in navigating through college. They also have the opportunity to participate in surveys and webinars intended to assist with topics such as school or major selection, study skills, grad school application process, and more.

Collegiate Partners Program

Scholars attending Collegiate Partner schools receive on-campus support from their institutions and are potentially eligible for additional funding. These institutions may hold meetings or events for Scholars, are committed to reducing the overall indebtedness Scholars may have upon graduation, and have specific contacts on campus who are there to assist them.

Mentoring Program

Scholars can search profiles of Alumni Scholars who are a part of the Mentoring Marketplace and have signed up to mentor and connect with them for short-term, situational mentoring or long-term committed mentoring.

Alumni Association

All Scholars who have graduated from college become part of the Alumni Association and are eligible for opportunities such as graduate grants and Alumni regional gatherings. Alumni Scholars also give back by providing a diverse range of support for Scholars such as personal phone calls, care packages, personalized letters, and much more.

Housing Needs

The Association ensures that Scholars raised in foster care are supported during their winter and spring breaks.

Student Support Service

The Association provides 24/7 access to a special counseling hotline to assist Scholars facing sudden emotional, personal, employment, financial, or legal obstacles.

Internships

The Association offers Scholars meaningful internship opportunities, which are supported by Horatio Alger Members' companies. These internships provide experiences and skills that will help Scholars succeed in their post-college careers.



HORATIO 
ALGER 
ASSOCIATION

99 CANAL CENTER PLAZA • SUITE 320 • ALEXANDRIA, VA 22314
PHONE: (703) 684-9444 • FAX: (703) 684-9445