

— 10 YEARS OF IMPACT —
2017 - 2027

IMPACT STARTS HERE.

A DECADE OF DEFYING ORDINARY



OWJEF

OSCAR WASHINGTON, JR.
EDUCATIONAL FUND

SPONSORSHIP

— OPPORTUNITIES —

WWW.OWJSCHOLARSHIP.COM

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A MESSAGE TO PROSPECTIVE DONORS

On behalf of the Oscar Washington Jr. Educational Fund, I'm excited to present an opportunity for you to partner with us in changing the next generation through education.

The OWJEF is a nonprofit foundation designed to equip tomorrow's promising leaders with resources to catapult them in a positive direction. Founded in 2018, our organization strives to honor the life and legacy of its namesake — Oscar Washington, Jr., a long-time pillar in this community, his church, and his career. His passion for quality education is what fuels our purpose.

This year marks ten years of that purpose in action - a decade of turning promise into opportunity, one scholar at a time. Our scholarship programs have grown tremendously thanks to people and organizations like you that take a genuine interest in our youth and their potential. Since its inception, the Fund has awarded more than \$300,000 across 130+ scholarships, and honoring the invaluable work of educators through the Alma J. Washington Educator of the Year award - named after Oscar's mom, a 30-year educator. In addition to our scholarship awards, we also provide experiential learning through the OWJEF Internship Initiative, a program launched in 2021 in partnership with our extensive network of local corporations and professionals throughout Arkansas.

And this year, we reached a milestone built to outlast us all: the Hope Scholarship! What started as a pilot scholarship from an anonymous donor, is now permanently endowed through the generosity of the Methodist Foundation for Arkansas. That means every gift that helped build it will keep producing scholarships for Arkansas students — not for a year, not for a decade, but in perpetuity. It's the clearest proof of what your partnership makes possible: support that doesn't end when the check clears. Your continued support will create clearer paths and brighter futures for generations yet to be born.



MARK LEVERETT
OWJEF BOARD CHAIR

“

We've already seen it start - with the Hope Scholarship now permanently endowed, part of that vision is no longer a hope. It's a guarantee. With your support - both financial and otherwise we can continue to address and solve some of the most salient issues facing the most vulnerable population in our community, making a lasting impact on students and educators for years to come. You can help us make a difference and **DO MORE!**

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KEYNOTE SPEAKERS



2026
EBONY MITCHELL
Arkansas Advanced Energy
Association Director of
External Affairs



2025
HUGH McDONALD
Arkansas Advanced Energy
Association Director of
External Affairs



2024
DANYELLE MUSSELMAN
Coaches vs. Cancer Wives &
Friends Team



2023
DR. NACCAMAN WILLIAMS
Walton Family Foundation
Special Projects Director



2022
COLETTE HONORABLE
Exelon
Chief Legal Officer, Compliance
and Corporate Secretary



2021
BAKARI SELLERS
Attorney, Political
Commentator, & Author



2020
LAURA R. LANDREAUX
Entergy Arkansas, LLC
President and CEO



2019
KEITH JACKSON
Founder of P.A.R.K. American
Former NFL Tight End

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WE ENVISION GREATER POSSIBILITIES

We endeavor, with intentionality, to make investments in youth that assist in multiplying their potential so that positive change occurs in their communities and beyond.

WE ARE COMMITTED TO PURPOSE.

The Oscar Washington Educational Fund seeks to ignite the power of purpose, knit generous hearts with education, and provide scholarships to propel the next generation further, for the good of all.

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A POWERFUL PARTNERSHIP

The OWJEF seeks to have a diverse group of scholarship recipients every year by implementing a blind application review process. **Over 80% of our recipients have been from historically-marginalized communities.**

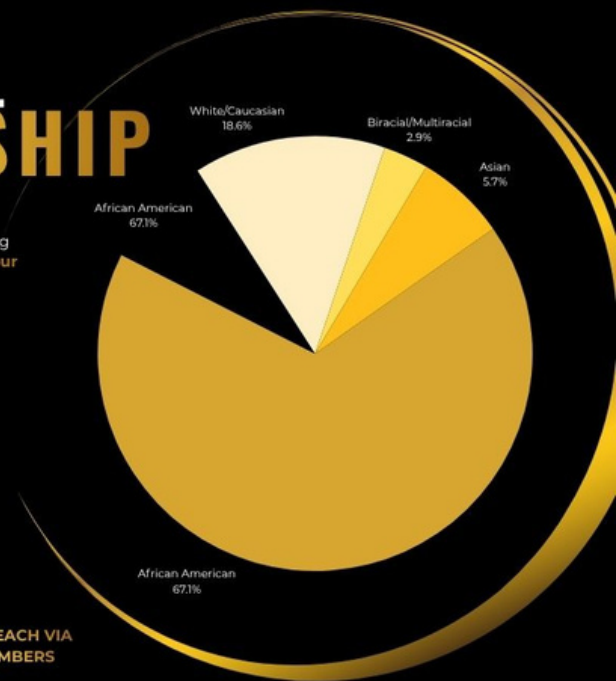
Our impact extends far beyond our own social media presence. Thanks to the support and influence of our esteemed board members, we are able to amplify our reach significantly.

The data clearly shows a multiplier effect: **our combined network reaches NEARLY 15,000 more people** on average than just our nonprofit's social media page alone. This expanded reach allows us to connect with a broader audience, magnifying the visibility and impact of our mission, and providing our partners with unparalleled opportunities for exposure.

OUR SOCIAL MEDIA REACH
1.4K

EXTENDED REACH VIA
BOARD MEMBERS
>12K

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OUR COMMITMENT BY THE NUMBER



67

individual & corporate sponsors



130+

students awarded with a minimum \$3,000 scholarship and college pack



17

states where recipients landed

PUBLICATIONS & READERSHIPS



BENEFITS AT A GLANCE....



ACCESS TO
300K+
POTENTIAL
CUSTOMERS



FEATURE IN
OUR SOCIAL
MEDIA
CAMPAIGNS



VISIBILITY IN
STATEWIDE
PUBLICATIONS



SINCE INCEPTION OF OWJEF...

\$300,000+

in scholarship packages awarded since the inception of the fund in 2018.

80%

of our recipients have been from historically-marginalized communities.

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SPONSORSHIP

LEVELS



PRESENTING LEVEL

SPONSORS SEVEN (7) OWJEF SCHOLARSHIPS

\$20K

- ✓ Two (2) premium full-page ads in program
- ✓ Two reserved tables, premier seating
- ✓ VIP reception w/ Keynote speaker
- ✓ 30-60 sec video ad
- ✓ Champagne service at table
- ✓ Exclusive sponsor gift
- ✓ Valet Parking Pass



DIAMOND LEVEL

\$15K

SPONSORS FIVE (5) OWJEF SCHOLARSHIPS

- ✓ Premium full-page ad in program
- ✓ Ten (10) reserved seats, preferred seating
- ✓ 30-60 sec video ad
- ✓ Champagne service at table
- ✓ Exclusive sponsor gift



PLATINUM LEVEL

\$10K

SPONSORS 3 STUDENTS & 1 EDUCATOR

- ✓ Full-page ad in program
- ✓ Ten (10) reserved seats, preferred seating
- ✓ Exclusive sponsor gift
- ✓ Thank-you video, name + tagline



GOLD LEVEL

\$5K

SPONSORS 1 STUDENT & 2 EDUCATORS

- ✓ Half-page ad in program
- ✓ Four (4) reserved gala tickets
- ✓ Four (4) drink tickets per table
- ✓ Logo featured on Gala dais



CONTRIBUTOR LEVEL

EVERY GIFT DIRECTLY SUPPORTS OWJEF

- ✓ Listed in program as a contributor
- ✓ Name featured on screen

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