



Each day of the school year, buses rumble through our neighborhoods carrying children to high-poverty schools where *more than half* of the student populations qualify for free or reduced lunch. Unfortunately, this means that 100,000 students arrive at school without the supplies they need. Since 2012, Classroom Central's Mobile Free Store has delivered essential items to the high-poverty schools in the districts that we serve outside of Mecklenburg County: Gaston, Iredell/Statesville, Union, City of Kannapolis and Lancaster (SC).

In Spring of 2017, Classroom Central piloted the expansion of our Mobile Free Store to reach teachers and students who were currently within our Charlotte-Mecklenburg service area, but were underserved as a result of their location and time barriers. An additional 338 teachers who had never before benefited from Classroom Central had the opportunity to shop for free while the "free store on wheels" visited their schools, allowing Classroom Central to impact nearly 7,000 students with more than \$129,000 in free supplies!

We are excited to announce further expansion of our Mobile Free Store that will ultimately allow us to serve an additional 40,000 underserved students each year! This traveling free store will drive up to each partner school allowing teachers to hand select the educational supplies and instructional tools they need. We are shopping for a vehicle that will serve as a true traveling free store, which will make its maiden voyage in January 2018.



In addition to providing the resources to reach thousands of underserved children living in poverty, investors in the Mobile Free Store expansion will have the opportunity to engage their staff in stocking the vehicle with supplies and volunteering during school visits. This is your opportunity to make an immediate and lasting impact on your community!

**Contact Beth Levine Cupp, Classroom Central Director of Development**  
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# Mobile Free Store Sponsorship Opportunities and Benefits

Program Sponsorship Benefits	Platinum \$30,000	Gold \$15,000	Silver \$5,000
Optional branding rights	⊙		
Logo displayed in Mobile Free Store	3 places	1 place	
Logo on signage that travels with Mobile Free Store	⊙	⊙	⊙
Opportunity to distribute branded item in Mobile Free Store	⊙		
Recognition in Mobile Free Store related press release and/or media alert	⊙		
Recognition during Mobile Free Store announcements	⊙		
Logo in one issue of the Classroom Central electronic newsletter	⊙		
Recognition in Mobile Free Store related e-blast(s)	⊙	⊙	
Name in Classroom Central annual report	⊙		
Logo on Classroom Central website	⊙	⊙	⊙
Recognition on Mobile Free Store Online Teacher Portal website	Logo	Name	
Logo on digital donor display in the Classroom Central Free Store	⊙	⊙	⊙
Name mention on Classroom Central social media	⊙	⊙	⊙
Opportunity to write guest blog post	⊙	⊙	
Opportunity for staff to volunteer during school visits	⊙	⊙	

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