

Classroom Central



FY20-21 Sponsorship Opportunities

11/5/2020

Classroom Central



Dear Classroom Central Partner,

Put your business in the spotlight by partnering with Classroom Central!

In today's economy, consumers have a desire to do business with companies who demonstrate an understanding of social responsibility. Companies have many opportunities to support valuable causes, but none offers a more unique partnership in embracing a commitment to social responsibility than Classroom Central.

Our relationships with our sponsors are true partnerships; designed to offer benefits that positively align with each individual organization. From community event sponsorships to employee volunteer opportunities, let's work together to find an opportunity that fits your specific goals.

Sponsorship provides you the opportunity to reach a high-profile audience with the visibility and recognition of partnering with a well-respected charitable organization while promoting your company through extensive advertising and promotional efforts within the community.

Classroom Central has a robust social media program on Facebook, Twitter and Instagram allowing you to tap into our built-in fan base. Our numerous media partnerships allow you to organically increase your company's visibility and exposure. Classroom Central sponsors stand out as partners to our community, creating trust and loyalty among a highly-desirable target audience.

Broaden your competitive edge by improving your company's image, prestige and credibility. Please review the following opportunities and let's talk further!

Thank you for your consideration!

Sincerely,

A handwritten signature in black ink that reads "Beth Levine Cupp".

Beth Levine Cupp
Director of Development
beth@classroomcentral.org
704-907-5693

127,000 local students are **in need**.

Studies show that children living in poverty are **twice as likely** to:

- **repeat a grade**
- be suspended or **expelled**
- **drop out** of school

Teachers often attempt to provide for empty-handed students:

- **\$35,000 is the average starting salary** of a North Carolina teacher.
- On average, teachers **spend \$1000 on school supplies** every year.

When children have school supplies of their own:

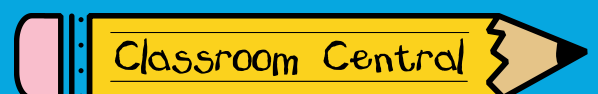
- classroom behavior, attendance, and **grades improve**,
- **self-esteem** strengthens,
- and kids **develop better attitudes toward school** and learning.

***Classroom Central turns every \$1 donated into \$9 worth of school supplies.**
We believe every child deserves the opportunity to succeed in school — and in life.*

50% of children live in poverty.
That's 100% unacceptable.

[The Need](#) | [Our Mission](#) | [Our Impact](#) | [Our Programs](#) | [Partnerships — Events, Program, Engagement](#)

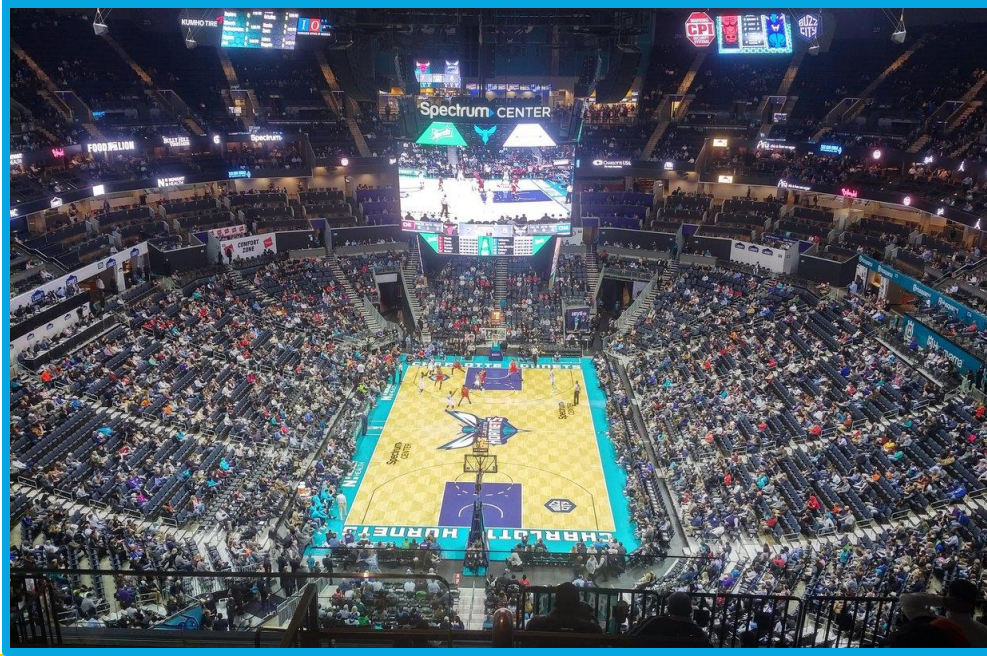
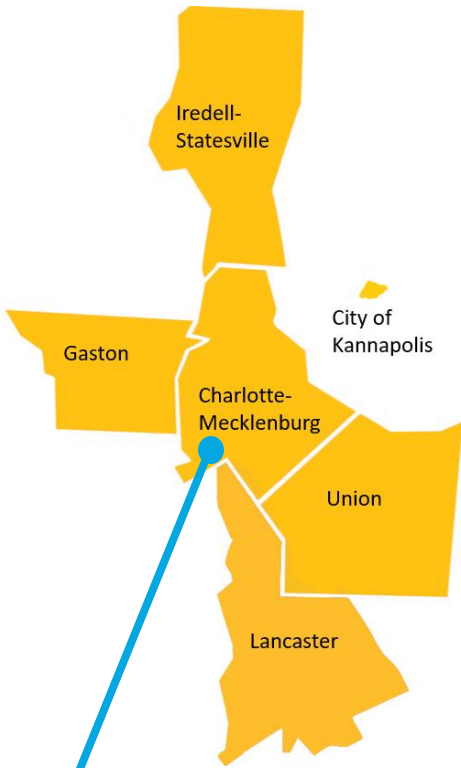
FY20-21 Sponsorship Opportunities



Our Mission & Reach

Classroom Central equips students in need to effectively learn by collecting and distributing free school supplies to their teachers. Since opening our doors in 2002, Classroom Central has distributed over \$60 million worth of free school supplies.

We serve **127,000 students** and **6,350 teachers** in nearly **200 schools across 6 school districts**. 127,000 students would fill and overflow the Bank of America Stadium and two Spectrum Centers *combined*.



The Need | **Our Mission** | Our Impact | Our Programs | Partnerships — Events, Program, Engagement

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Our Impact

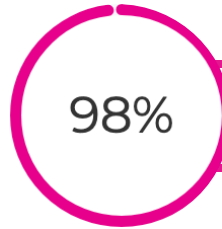


Classroom Central turns every \$1 donated into \$9 worth of school supplies distributed into our community! That's quite a return on your investment.

Fiscal Year 2019 – 2020 Impact Report



\$5,169,389 in supplies distributed



teachers report a positive impact on **student preparation**



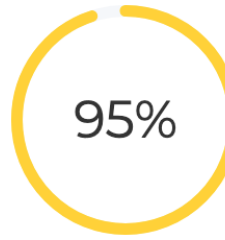
85,080 students received supplies



teachers reduced personal **out-of-pocket spending**



\$468 average value of supplies given per teacher visit



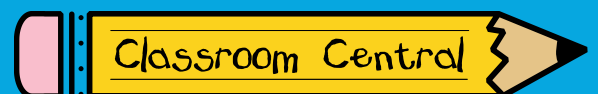
teachers report a positive impact on **student-teacher relationships**



2,190 volunteers gave **13,474 hours**



teachers report a positive impact on **student confidence**



2021 Partnership **Opportunities**

Signature Event Opportunities

- Color a Brighter Future (April)
- Backpacks and Basics (July- September)

Monthly Event Sponsorship Opportunities

- Show & Tell (Year Round)
- Volunteer Appreciation Month (April)
- Teacher Appreciation Week (May)

Annual Marketing Opportunities

- \$25,000 Program Sponsorship
- \$15,000 Program Sponsorship
- \$7,500 Program Sponsorship

Engagement Opportunities

- Kits for A Cause (Year Round)
- In-Person Volunteering (Year Round)
- Remote Volunteering (Year Round)
- School Supply Drives:
 - 9 School Tools (July – September)
 - Virtual School Supply Drive (Year Round)

Contact Beth Levine Cupp, Director of Development
704-907-5693 or beth@classroomcentral.org



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FY20-21 Sponsorship Opportunities



Color a Brighter Future Signature Event

Details:

In an average year, our annual Color a Brighter Future philanthropy breakfast attracts more than 400 guests from a wide variety of corporations and organizations. Ranging from CEOs to board members and other business and community leaders, this inspirational program engages our community to learn more about our mission and invest in the future of students by illustrating how free school supplies improve educational outcomes for students and lift up hardworking educators. Our 2021 Color a Brighter Future event will be virtual, to ensure the health and safety of our guests, staff, volunteers, and speakers.

Sponsorship Opportunities, Benefits & Investment:

Sponsorship provides you the opportunity to reach a high-profile audience with the visibility and recognition of partnering with a well-respected charitable organization while promoting your company through advertising and promotional efforts within the community.

Sponsors will be featured in event-related promotional and informational materials, advertisements and event slides as well as have the opportunity to attend the virtual event.

We offer a variety of sponsorship levels to fit your budget. Different levels of sponsorship give your company varied levels of exposure. Please see the attached chart for full details.

Contact Beth Levine Cupp, Director of Development
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Color a Brighter Future **Sponsorship Opportunities & Benefits**

April 20, 2021	Presenting \$20,000+	Valedictorian \$10,000+	Dean's List \$5,000+	Honor Roll \$2,500+
Exclusive Naming Rights: "Classroom Central's Color a Brighter Future presented by Sponsor Name"	●			
Speaking Opportunity: Sponsor welcomes guests or closes program	●			
Media Releases: Inclusion in releases distributed to local media	●	●		
Verbal Announcements: Promo about your company announced during the event	●	●		
Invitation: Logo/name included in event invitation	Largest logo	Prominent logo	Name	
Social Media: Shout out posted on our Facebook, Twitter and LinkedIn accounts	Individual 3 times	Individual 2 times	Group 1 time	
Digital Slideshow: Sponsor included in digital slideshow during event	Largest logo	Prominent logo	Logo	Name
Event Website: Sponsor posted to Color a Brighter Future website	Largest logo	Prominent logo	Name	Name
Classroom Central Website: Sponsor posted to Classroom Central website year-round	Logo	Logo	Name	Name
Electronic Newsletter: Inclusion in e-newsletter sent to entire Classroom Central constituent database	Logo 3 issues	Logo 2 issues	Name 1 issue	Name 1 issue
Teacher Electronic Newsletter: Inclusion in one e-newsletter sent to Classroom Central teacher database	Logo	Logo	Name	Name
Tickets to attend virtual event	10	8	4	2
In-Store Signage: Sponsor included in digital donor board inside Classroom Central Free Store/administrative offices	Logo	Logo	Name	Name
Volunteer Engagement: Dedicated day of volunteer opportunities at Classroom Central or at your location (<i>size/safety restrictions will apply</i>)	●	●	●	●
Major Donor's Society: Membership in Classroom Central's Major Donor Society and invitation to exclusive Major Donor Society events	●	●	●	●

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FY20-21 Sponsorship Opportunities



Backpacks & Basics Signature Event

Details:

Classroom Central's Backpacks & Basics Program provides a backpack full of school supplies to every student in select high poverty schools. With your help, every student can start the school year with the tools they need to succeed.

Sponsorship Opportunities, Benefits & Investment:

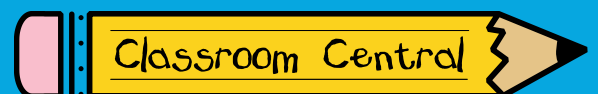
For just \$35 per child, you can provide backpacks filled with school supplies for local students who are most in need. Having these supplies helps students build self-confidence and achieve success in the classroom. It also gives their teachers access to additional learning materials for their students. A highlight of our Backpacks & Basics program is the opportunity for sponsor representatives to personally deliver backpacks* to the schools and to learn firsthand the "power of a backpack!"

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Backpacks & Basics Signature Event

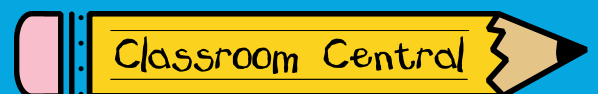
August / September	School Sponsor \$35,000+	Grade Sponsor \$10,000+	Hall Sponsor \$7,500+	Class Sponsor \$5,000+
Your sponsorship supports...	An entire school	An entire grade	An entire hall	Four classrooms
Recognition on Backpacks & Basics event webpage	Logo	Name	Name	Name
Recognition on Classroom Central website	Logo	Logo	Logo	Name
Invitation to distribute backpacks & meet the school administrator*	Up to 12 individuals	Up to 7 individuals	Up to 5 individuals	Up to 2 individuals
Verbal announcement recognizing your contribution during backpack distribution*	●	●	●	●
Recognition in e- newsletter sent to entire Classroom Central constituent database	Logo 2 issues	Logo 2 issues	Name 2 issues	Name 1 issue
Recognition in e- newsletter sent to entire Classroom Central teacher database	Logo 1 issue	Logo 1 issue	Name 1 issue	Name 1 issue
Digital photos of your backpack distribution	●	●	●	●
Name mention in media outreach and release	●	●	●	
Shout out posted on our Facebook, Twitter and LinkedIn accounts	Individual 2 times	Individual 2 times	Group 2 times	Group 1 time
Dedicated day of volunteer opportunities at Classroom Central or at your location*	●	●	●	●
Recognition on digital donor board inside Classroom Central Free Store/administrative offices	Logo	Logo	Logo	Name
Thank you letters from children you've supported	●	●		
Membership in Major Donor Society and invitation to exclusive events	●	●	●	●

**Based on safety restrictions*



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FY20-21 Sponsorship Opportunities



Monthly Event Opportunities

Classroom Central relies on the support and dedication of the local community for the success of programs that serve teachers and students in nearly 200 schools in our region. 100% of our funding comes from corporations, foundations and individual donors, as we do not receive any government, United Way, or school system funding. In addition to the thousands of hours that our volunteers contribute, Classroom Central needs financial support to underwrite the balance of our small program staff and other program-related costs.

Show & Tell Virtual Facility Tours: Year Round (monthly sponsorship)

Classroom Central invites new donors to participate in a virtual facility tour to learn more about our mission and ways to get involved.

Volunteer Appreciation Month: April 2021

During National Volunteer month, Classroom Central honors all volunteers that support our mission through their time and hard work. Average = 350 attendees.

Teacher Appreciation Month: May 2021

During National Teacher Appreciation Week, Classroom Central honors all teachers for their dedication and hard work. This is an exclusive sponsorship. Average = 500 teachers.

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FY20-21 Sponsorship Opportunities



Monthly Event Sponsorship **Opportunities & Benefits**

Supports Program-Related Costs	Show & Tell \$1,500	Volunteer Appreciation \$1,500	Teacher Appreciation \$1,500
Recognition on Classroom Central website during sponsorship month	●	●	●
Recognition on digital donor board inside Classroom Central Free Store/administrative offices during sponsorship month	●	●	●
Shout out posted on our Facebook, Twitter and LinkedIn accounts	●	●	●
Company name on electronic invitation	●	●	●
Opportunity to provide giveaway item or coupon/flyer for attendees	●	●	●
Opportunity to serve as host of your own Show & Tell during month of sponsorship	●	●	●
Opportunity to write guest blog post	●	●	●
Recognition in e- newsletter sent to entire Classroom Central constituent database	●	●	●
Recognition in e- newsletter sent to entire Classroom Central teacher database	●	●	●
Opportunity to build employee motivation & pride by including your staff in volunteering	●	●	●
Announcement of sponsorship during event	●	●	●
Magnet for your business showing the public that you support Classroom Central	●	●	●

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2021 Marketing **Sponsorship Opportunity**

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We have a broad audience of supporters who are committed to staying informed and involved with our organization, and we offer a variety of marketing tactics to showcase your brand.

- Website: Average 4,000+ visitors / month
- Teacher Newsletter: 10,000+ monthly recipients across 200 schools
- Volunteer Newsletter: 10,000+ monthly recipients
- Constituent Newsletter: 17,000+ monthly recipients
- Social Media:
 - LinkedIn: 500+ followers
 - Facebook: 4,800+ followers
 - Twitter: 3,200+ followers
 - Instagram: 1,700+ followers

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FY20-21 Sponsorship Opportunities



Annual Marketing Sponsorship **Opportunities & Benefits**

Supports Program-Related Costs	\$25,000+	\$15,000+	\$7,500+
Logo on Classroom Central website throughout year	●	●	●
Logo on digital donor board inside Classroom Central Free Store/administrative offices throughout year	●	●	●
Shout outs posted on our Facebook, Twitter and LinkedIn accounts throughout year	Minimum 6 times	Minimum 3 times	Minimum 2 times
Inclusion in e-newsletter sent to entire Classroom Central constituent database	Logo & Message 2 times	Logo & Message 1 time	Name 1 time
Inclusion in e- newsletter sent to Classroom Central teacher database	Logo & Message 2 times	Logo & Message 1 time	Name 1 time
Inclusion in flyer to teachers inserted into bags during curbside delivery	Logo & Message 1 times	Logo & Message 1 time	Name 1 time
Inclusion in e- newsletter sent to Classroom Central volunteer database	Logo & Message 2 times	Logo & Message 1 time	Name 1 time
Sign on interior shelf of Mobile Free Store	Logo 1 sign		
Dedicated day of volunteer opportunities at Classroom Central or at your location*	●	●	●
Thank you letters from children you've supported	●	●	●
Membership in Major Donor Society and invitation to exclusive events	●	●	●
Opportunity to write guest blog post	●	●	●
Opportunity to serve as host of your own Show & Tell	●	●	●

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Kits for a Cause (Team Building Activity)

1 in 2 students in our local area live in poverty. You can help level the educational playing field for these students while engaging your group in a meaningful activity. Each kit your company, faith group or community organization creates will enable a child to have the basic tools they need to be successful in school.

This is a great opportunity for team building! Build them together at your office or event, or send them home with employees and build them virtually!

It's easy as 1-2-3!

1. Your group purchases the kits through Classroom Central's wholesale partner, saving you hundreds of dollars compared to retail pricing.
2. The items are shipped to the location of your choice where you assemble the kits.
3. Drop off completed kits at Classroom Central to be distributed to students through our programs!

Contact Darden Blow, Director of Community Engagement
970-331-6168 or darden@classroomcentral.org



DENTAL KIT

\$2.00



PENCIL POUCH

\$3.00



WELLNESS KIT

\$4.00



ART KIT

\$5.00



STEM KIT

\$5.00

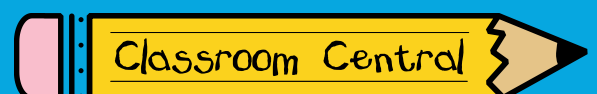


HOMEWORK KIT

\$5.00

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FY20-21 Sponsorship Opportunities



Volunteering Opportunities

In-Person Volunteers

Classroom Central has a robust volunteer program that supports the work in our Free Store and warehouse. Last year, more than 2,100 volunteers contributed nearly 14,000 hours to Classroom Central. Volunteer opportunities for individuals and groups range from one-time events to ongoing programs.

Examples include:

- Packing Teacher orders
- Teacher curbside pick-up
- Die-cut program
- Store stocking
- Counting/sorting supplies
- Serving on a Committee or Board of Directors

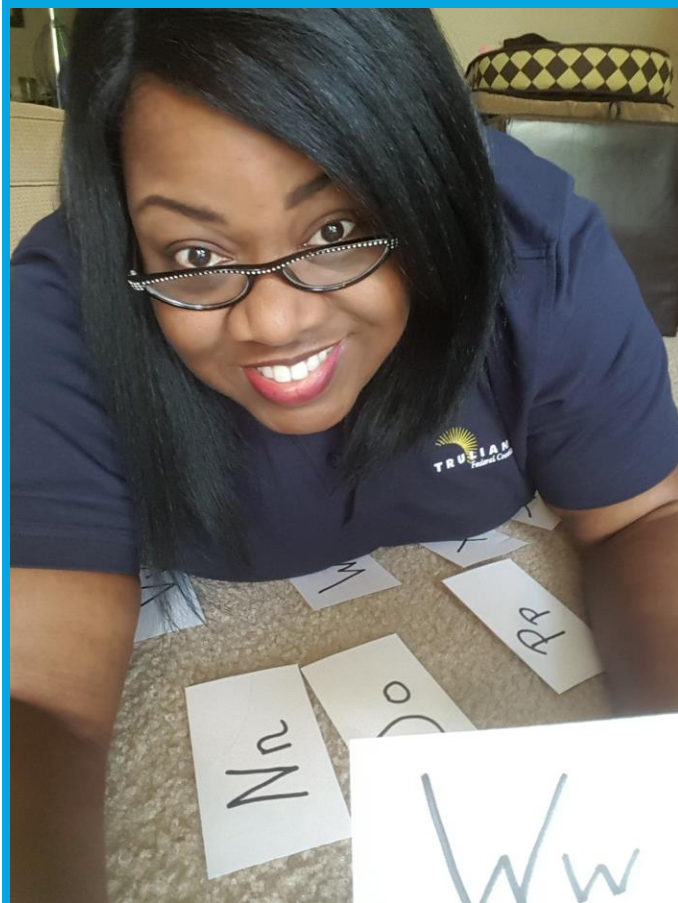
Remote Volunteers

Classroom Central quickly developed remote volunteer opportunities in response to the pandemic to continue to ensure every student has access to the supplies needed to learn at home. Donations can be dropped off or mailed to Classroom Central at 2116 Wilkinson Blvd., Charlotte, NC 28208

Remote volunteer opportunities include:

- Assemble Kits for a Cause
- Create Flashcards
- Create Bookmarks
- Declutter & Donate Books
- Write Notes of Encouragement
- Die Cut Shapes
- Assemble STEM Kit Supplies
- Knit Hats & Scarves
- Sew Protective Face Masks
- Create Dry Erase Boards

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School Supply Drives

Each fall, 1 in 2 students in our region arrive at school without the tools they need, putting them behind from the very first day of school. Our teacher surveys confirm having supplies improves students' achievement, increases their self-confidence and boost teacher-student relationships and overall classroom morale.

“My job is hard, but definitely worth it. Classroom Central not only makes my job logistically easier, you also make me feel valued for choosing this difficult profession. You make my students feel like valued members of society.” — Colleen Rogers, teacher at Greenway Park Elementary

9 School Tools (July - September)

Each summer, more than 300 companies, community groups and individuals come together to host Classroom Central School Supply Drives to make sure that ALL students have the tools they need to succeed. In 2020, donors contributed more than \$300,000 and 300,000 school supplies! Classroom Central Supply Drives are part of WSOC-TV's 9 School Tools Campaign, which serves 22 counties, and can be conducted in person or virtually!

Classroom Central will arm you with all the information you need to conduct a successful school supply drive. You will receive regular emails that include tips, tricks, information about school supply sales, as well as updates and other important information regarding the campaign.

Virtual School Supply Drive (Year Round)

Create a virtual school supply drive, complete with your own fundraising webpage / online store front. Register your organization, your company, or yourself as an individual. You can also create teams within your company to compete against each other. Classroom Central will arm you with all the information you need to conduct a successful virtual school supply drive, including tips, tricks, and sample communication templates for fundraising via email and social media.

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