



Volunteer Team Building Event
+ Filling Backpacks with Supplies
= **100%** of Local Students
Prepared to Succeed!

Backpacks & Basics

Details:

Classroom Central's Backpacks & Basics program ensures that students in the highest needs schools - those where 100% of the student body is receiving free lunch - receive a new backpack full of supplies to start off the new school year. Classroom Central will hold our third annual backpack building event by bringing together volunteers from Charlotte's most respected organizations to build backpacks at a high-energy, high-impact event at Bojangles Coliseum.

Partnership Opportunities, Benefits & Investment:

By becoming a sponsor, 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.

Check out last year's event by clicking [HERE](#).

Contact Beth Levine Cupp, Director of Philanthropy at
704-377-1740 ext. 4060 or beth@classroomcentral.org.



Classroom
Central

TURNING PENCILS INTO POSSIBILITIES

Backpacks & Basics

Partnership Opportunities & Benefits

August 2024	Dream Builders \$30,000+	Valedictorian \$15,000+	Dean's List \$10,000+	Honor Roll \$5,000+
Volunteer participation opportunity at event	60 max.	40 max.	20 max.	10 max.
Recognition on Backpacks & Basics event webpage	Logo	Logo	Logo	Name
Recognition on Classroom Central website	Logo	Logo	Logo	Logo
Logo/name on digital slideshow during event	Largest logo (individual)	Prominent logo (individual)	Logo (group)	Name (group)
Verbal acknowledgement recognizing sponsor's contribution during event	•	•	•	•
Recognition in August e-newsletter to entire Classroom Central database	Logo	Logo	Name	Name
Recognition in one e-newsletter sent to entire Classroom Central teacher database	Logo	Name	Name	Name
Name inclusion in one media release	•	•	•	•
Acknowledgement on CC Facebook, Instagram, Twitter and LinkedIn accounts + an opportunity to participate in on-site video	Individual post 3 times	Individual post 2 times	Group post 1 time	Name 1 time
Opportunity to provide swag/promotional items for attendees	•	•	•	•
Dedicated day of volunteer opportunities at Classroom Central or at your location	•	•	•	•
Recognition on digital donor board inside Classroom Central Free Store/offices	Logo	Logo	Logo	Name
Thank you letters from children you've supported	•	•	•	•
Membership in Corporate Major Donor Group and invitation to exclusive events	•	•	•	•

