



2024 Program Partnership Opportunities

Classroom Central relies on our strong program mix to provide free school supplies to area teachers and students. When you sponsor these programs, you play an essential role in covering costs and ensuring their continued success. Partnership options are flexible – you can support us monthly, for specific events, or commit for an entire year! Mix and match these options to maximize your company’s impact on local education.

Free Store & Curbside Pick-Up: Monthly

Our flagship program and our popular program for educators on the go allow eligible teachers to get the essential school supplies they need with the most extensive variety of items. You’ll support our most popular programs, displaying your company logo to our largest group of monthly shoppers.

Mobile Free Store: Annual

Because Classroom Central supports six school districts, not every educator in need of supplies can make it to our Free Store, so we take the supplies to them. By sponsoring our Mobile Free Store, you’ll not only be increasing equity in education but also accessibility for educators.

Teacher Launch Box: Monthly/Annual/3-Year

Once a quarter, Classroom Central automatically delivers boxes filled with free supplies, seasonal supplements, and gifts directly to first-year teachers to help them build their classroom stock and ease the pressure of being new to the profession.

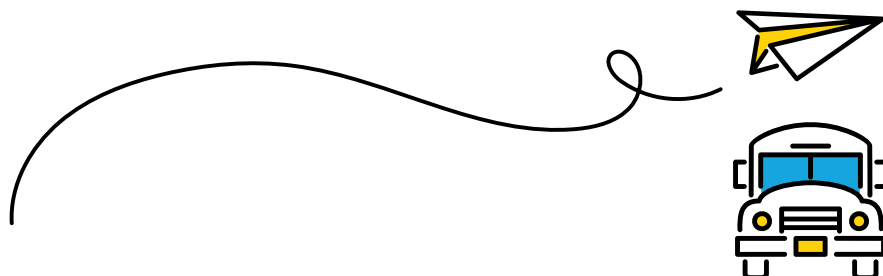
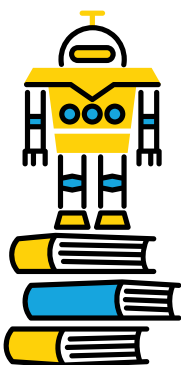
Teacher Retention Program: Annual

We know that the most important school supply a child can have is an excellent teacher. Classroom Central is committed to helping keep talented teachers in the classroom by supporting and incentivizing educators in ways their schools cannot and your company can help.

Free Store & Curbside Pick-Up

August - May

Partnership Benefits	\$2,000 / month
Company name on Classroom Central website	•
Recognition on digital donor board inside Classroom Central Free Store/offices	•
Logo on flyer inserted into curbside pick-up bags during month of sponsorship	•
Social Media recognition during month of sponsorship	•
Company name included in monthly educator e-newsletter during sponsorship month	•
Opportunity to provide giveaway item or coupon/flyer to curbside pick-up shoppers	•
Opportunity to host of your own Show & Tell tour during month of sponsorship	•
“Proud Sponsor of Classroom Central” graphic for your website showcasing support for Classroom Central	•
Logo in one issue of the Classroom Central e-newsletter during sponsorship month	•



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Mobile Free Store

August - May

Partnership Benefits	Title Sponsor \$25,000	Summa Cum Laude \$15,000	Magna Cum Laude \$7,500
Logo on exterior of vehicle	•		
Name in all related press	•		
Recognition during Mobile Free Store announcements	•		
Logo in one issue of the Classroom Central e-newsletter during sponsorship month	•		
Logo recognition on Teacher Portal website	Logo	Name	
Logo on interior shelving of Mobile Free Store Central	•	•	•
Opportunity to distribute branded item in Mobile Free Store	Year-Round	Year-Round	Year-Round
Recognition in Mobile Free Store related e-blast(s)	3 e-blasts	2 e-blasts	1 e-blast
Logo on Classroom Central website	•	•	•
Recognition on digital donor board inside Classroom Central Free Store/offices	•	•	•
Company recognition on Classroom Central social media during sponsor month	•	•	•
Membership in Corporate Major Donor Group and invitation for four to attend exclusive events	•	•	•

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



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Teacher Launch Box

Quarterly, Annual, 3-Year

Partnership Benefits	3-Year Sponsor \$25,000	Annual Sponsor \$10,000	Quarterly Sponsor \$3,000
Naming rights: "Program sponsored by [Company Name]"	•		
Branding on box exterior	•		
Inclusion in media releases about the Teacher Launch Box program	•		
Inclusion in Classroom Central's insert flyer	Logo	Name	Name
Opportunity to include branded promotional item in box (provided by sponsor)	•	•	•
Opportunity to insert printed literature/coupons (provided by sponsor)	•	•	•
Social media posts	3 per quarter	2 per quarter	1 per quarter
Inclusion in e-newsletters distributed to constituents, teachers, and volunteers, respectively	Logo included once per quarter	Name included once per quarter	Name included once per quarter



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Introducing the Teacher Retention Initiative

Quality teachers are crucial for student success. However, it's becoming harder to recruit and retain them.

Working in partnership with the CMS Retention Committee, Classroom Central is piloting an initiative to assist five schools and their principals in implementing recommendations outlined in the CMS Retention Toolkit.

There are numerous ways your company can get involved and three levels of sponsorship for this innovative new program.

***Title Sponsor: Annual**

Become the organization recognized for helping keep talented teachers in classrooms at the schools who need them the most in Charlotte-Mecklenburg.

** Exclusive sponsorship*

School Sponsor: Annual

Excellent teachers are the most important school supply of all. Support a specific school of your choice and help ensure that teachers at that school receive the appreciation and recognition they deserve.

Assets Sponsor: Ad Hoc

Your support gives teachers the extra boost they need to thrive. From sporting events and community gatherings to highly-coveted products and gift cards that make their to-do lists a breeze, your contributions help teachers stay focused on what matters most: their students.



Assets Partner

The CMS Retention Toolkit provides clear guidelines on how partners, including your company and Classroom Central, can contribute. Your company has the opportunity to offer gift cards, tickets, products, and services that can be utilized by principals as incentives and rewards for dedicated teachers.

See examples below:



DONATE GIFT CARDS

At the forefront of every teacher's wishlist are gift cards. They particularly appreciate gas cards, car wash cards, and gift cards for grocery stores and restaurants. Retail stores and coffee shops are also highly sought after by teachers.



DONATE TICKETS

Charlotte is known for exciting sports, captivating performances, and sensational concerts. Your donation of individual tickets or entire boxes empowers teachers to enjoy these



DONATE PRODUCTS OR SERVICES

Elevate teacher morale with your generous donations of specialized products or services such as catered lunches and self-care experiences, giving educators a chance to

Teacher Retention Initiative

Annual

Partnership Benefits	Title Sponsor \$35,000	School Sponsor \$7,500
“Proud Sponsor of Teacher Retention Program” Title Sponsorship	.	
Logo on interior shelving of Mobile Free Store	.	
“Proud Sponsor of [School Name]” logo	.	.
Company name on Classroom Central website	.	.
Company name on event invitations sent to educators	.	.
Inclusion on fliers distributed as quarterly appreciation events	.	.
Volunteer opportunities at quarterly appreciation events	.	.
Inclusion in Classroom Central teacher e-newsletter	.	.
Inclusion in Classroom Central constituent e-newsletter	.	.
Inclusion in press releases distributed to local media	3 per quarter	2 per quarter
Logo on Classroom Central website & digital donor board in the Free Store	.	.
Membership in Corporate Major Donor Group + invitations to exclusive events	.	.
Opportunity for product sampling, displays or demonstrations at appreciation events	.	.
Opportunity to provide giveaway item, coupon, or flyer for event attendees	.	.

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