



2024-2025 Program Partnership Opportunities

Classroom Central offers a diverse range of programs to provide free school supplies to local teachers and students. By sponsoring these initiatives, you play a vital role in covering costs and ensuring their success. We offer flexible partnership options— support us monthly, sponsor specific events, or commit for the entire year! Customize your support to maximize your company's impact on local education.

Free Store & Curbside Pick-Up: Monthly

- Our flagship program and popular initiative for educators on the go provide eligible teachers with essential school supplies and a wide variety of resources.
- By supporting these programs, you'll increase your visibility, with your company logo showcased to our largest group of monthly shoppers.
- This partnership enables you to make a meaningful impact on local education while gaining valuable community recognition.

Mobile Free Store: Annual

- Classroom Central supports six school districts, recognizing that not all educators in need can visit our Free Store.
- By sponsoring our Mobile Free Store, you enhance both equity and accessibility in education for these educators.
- Your support allows us to deliver essential supplies directly to teachers, significantly impacting their ability to teach effectively.

Teacher Launch Box: Monthly/Annual/3-Year

- Each quarter, Classroom Central delivers boxes filled with free supplies, seasonal materials, and gifts directly to first-year teachers.
- This initiative helps them build their classroom inventory and eases the pressure as they navigate their new roles.

Your support of this program makes a meaningful impact on the success and confidence of new educators in the classroom.

Teacher Retention Program: Annual

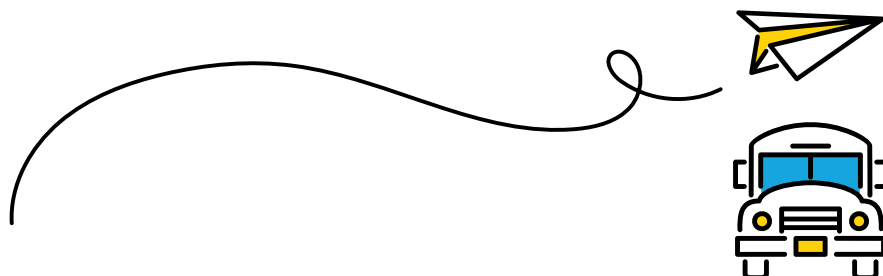
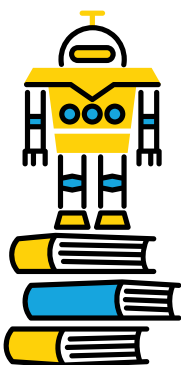
- The most important school supply a child can have is a great teacher.
- Your company's support can make a meaningful difference in helping these teachers succeed in their roles.



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	•



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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TURNING PENCILS INTO POSSIBILITIES

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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Classroom Central
TURNING PENCILS INTO POSSIBILITIES

Teacher Retention Initiative

Keeping talented teachers in the classroom!

Quality teachers are essential for student success, yet **it's becoming increasingly difficult to recruit and retain talented educators.**

Classroom Central partners with eight schools and their principals to implement recommendations from the CMS Retention Toolkit.

Your company can engage with this initiative in several ways, with three sponsorship levels available for this innovative program.

Title Sponsor: Annual

Become the organization recognized for sponsoring and supporting talented teachers across multiple high-need schools within the Charlotte-Mecklenburg School system.

Exclusive sponsorship

School Sponsor: Annual

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 will give 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
- Grocery store gift cards and
- Restaurant gift cards



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 cultural experiences and make a difference.



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 unwind and care for themselves.

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 at 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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