

Signature Event
Opportunities



Volunteer Team Building Event
+
Filling Backpacks with Supplies
=

100%

of Local Students
Prepared to Succeed!

Backpacks & Basics

August 2025

Classroom Central's Backpacks & Basics program ensures students in the highest-need schools— where 100% of students receive free lunch— receive new backpacks filled with supplies for the school year. Our fourth annual backpack-building event will bring together volunteers from Charlotte's leading organizations for a high-energy, impactful experience.

Partnership Opportunities, Benefits & Investment:

As a sponsor, you can provide local students in need with backpacks filled with essential school supplies. These supplies boost students' self-confidence and enhance their success in the classroom, while also giving teachers access to valuable learning materials. Your support makes a meaningful difference in their education.

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

Contact [Beth Levine Cupp, Director of Philanthropy](#) at [704-377-1740 ext. 4060](tel:704-377-1740) or beth@classroomcentral.org.

**Thursday
August 7, 2025**

**Charlotte
Convention
Center**



Backpacks and Basics

Partnership Opportunities & Benefits

August 7, 2025	Dream Builders \$34,000+	Valedictorian \$23,000+	Salutatorian \$17,600+	Dean's List \$12,000+	Honor Roll \$6,250+
Volunteer Participation opportunity at the 2025 Backpacks and Basics Build event	41-60 people	31-40 people	21-30 people	11-20 people	1-10 people
Recognition on Backpacks & Basics event webpage	Logo	Logo	Logo	Logo	Name
Recognition on Classroom Central website	Logo	Logo	Logo	Logo	Logo
Logo/name on digital slideshow during event	Largest logo (individual)	Prominent logo (individual)	Logo (individual)	Logo (group)	Name (group)
Verbal acknowledgement recognizing sponsor's contribution during event	•	•	•	•	•
Recognition in August e-newsletter to entire Classroom Central donor database	Logo	Logo	Logo	Name	Name
Recognition in one e-newsletter to entire Classroom Central teacher database	Logo	Logo	Name	Name	Name
Media Release inclusion: one (1) local news release	•	•	•	•	•
Acknowledgement on CC Social Media: Facebook, Instagram, Twitter, and LinkedIn accounts + opportunity to participate in on-site video	Individual Post (3 times)	Individual Post (2 times)	Individual Post (1 time)	Group post (1 time)	Group post (1 time)
Opportunity to provide swag/promotional items for attendees	•	•	•	•	•
Dedicated volunteer day opportunities at Classroom Central or at your location	•	•	•	•	•
Recognition on digital donor boards inside Classroom Central flagship Free Store/offices	Logo	Logo	Logo	Logo	Name
Receive Thank You letters from children you've supported	•	•	•	•	•
Membership in Corporate Major Donor Group and invitation to exclusive events	•	•	•	•	•