Signature Event Opportunities



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

Backpacks & Basics

August 2027

Classroom Central's Backpacks & Basics program ensures our highest-needs students receive new backpacks filled with supplies for the school year. Our sixth 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. One of our most requested volunteer opportunities among corporate partners, this high-energy, hands-on experience historically sells out. These supplies boost students' self-confidence and enhance their success in the classroom, while 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 or beth@classroomcentral.org.

A brand-new backpack tells a kid: you matter, you belong, you're ready.



Classroom Central

Backpacks & Basics

Partnership Opportunities & Benefits

August 2027	Dream Builders $36,000+	Valedictorian $24,000+	Salutatorian $18,500+	Dean's List $12,600+	Honor Roll $6,500+
Employee Engagement & Team Experience					
Event volunteer participation (Backpacks & Basics Build)	41-60 people	31-40 people	21-30 people	11-20 people	1-10 people
Dedicated volunteer engagement opportunity at Classroom Central or your location)	✓	✓	✓	✓	✓
Opportunity to provide promotional items for attendees	✓	✓	✓	✓	✓
Program Visibility & On-Site Presence					
Logo on event signage	Logo	Logo	Logo	Logo	Name
Verbal recognition during event	✓	✓	✓	✓	✓
Extended Brand Visibility					
Logo on Backpacks & Basics event webpage	Logo	Logo	Logo	Logo	Name
Logo on Classroom Central website	Logo	Logo	Logo	Logo	Logo
Logo on digital donor boards (Free Store)	Logo	Logo	Logo	Logo	Name
Marketing, Media, & Audience Reach					
Social media recognition (LinkedIn, Facebook, & Instagram)	3 dedicated posts	2 dedicated posts	1 dedicated post	1 shared post	1 shared post
e-Newsletter recognition (donor audience)	Logo	Logo	Logo	Name	Name
e-Newsletter recognition (teacher audience)	Logo	Logo	Name	Name	Name
Opportunity to participate in on-site video	✓	✓	✓	✓	✓
Media release inclusion	✓	✓	✓	✓	✓
Community Impact & Alignment					
Thank you letters from students supported	✓	✓	✓	✓	✓
Membership in Corporate Major Donor Group + invitations to exclusive events	✓	✓	✓	✓	✓