Signature Event Opportunities




# COLOR A BRIGHTER FUTURE

## May 2027 | 8 - 9 am

The Color A Brighter Future Philanthropy Breakfast is Classroom Central's only annual fundraiser, attracting over 500 attendees from a variety of Fortune 1000 corporations and high-profile organizations. Annual attendees include CEOs, board members, and influential figures in the business, civic, and educational community. This event highlights the impact of free resources and support on educators and ultimately, their students' success.

Check out last year's impact video by clicking **HERE**.

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






Classroom Central

# Color a Brighter Future

## Partnership Opportunities & Benefits

| May 2027 | Presenting $25,000+ | Valedictorian $10,000+ | Dean's List $5,500+ | Honor Roll $2,750+ |
|---|---|---|---|---|
| **Employee Engagement & Team Experience** | | | | |
| Kit assembly experience (Kits for a Cause build event participation—with option to assemble additional kits for added cost) | 25 people | 20 people | 10 people | 5 people |
| Dedicated volunteer engagement opportunity at Classroom Central or your location | ✓ | ✓ | ✓ | ✓ |
| Event attendance (tickets for team/guests) | 10 | 10 | 5 | 2 |
| **Program Visibility & On-Site Presence** | | | | |
| Exclusive naming rights ("Color a Brighter Future presented by...") | ✓ | | | |
| Logo on event signage (jumbotron, digital signage) | Top Placement | Prominent logo | Name | |
| Logo on event slideshow | Top Placement | Prominent Logo | Logo | Name |
| Logo on event program | Top Placement | Prominent Logo | Logo | Name |
| Logo/name on event invitations (print & digital) | Top Placement | Prominent logo | Logo | Name |
| Presenting sponsor remarks during the event program | ✓ | | | |
| **Extended Brand Visibility** | | | | |
| Logo on event website | Top Placement | Logo | Logo | Name |
| Logo on Classroom Central website | Logo | Logo | Logo | Logo |
| Logo on digital donor boards (Free Store) | Logo | Logo | Logo | |



Classroom Central

# Color a Brighter Future

## Partnership Opportunities & Benefits

| May 2027 | Presenting $25,000+ | Valedictorian $10,000+ | Dean's List $5,500+ | Honor Roll $2,750+ |
|---|---|---|---|---|
| **Marketing, Media, & Audience Reach** | | | | |
| Social media recognition (LinkedIn, Facebook, & Instagram) | Dedicated video + post | Dedicated video + post | Shared Post | Shared Post |
| e-Newsletter feature (full story) | • | • | | |
| e-Newsletter recognition (donor audience) | Logo | Logo | Name | Name |
| e-Newsletter recognition (teacher audience) | Logo | Logo | Name | Name |
| Media release inclusion (post-event announcing fundraising results) | Name | Name | | |
| Inclusion in Charlotte Business Journal ad post event | Largest Logo | Prominent logo | Logo | Name |
| **Community Impact & Alignment** | | | | |
| Alignment with Classroom Central mission supporting teachers and students | • | • | • | • |
| Membership in Corporate Major Donor Group + invitations to exclusive events | • | • | • | • |




Classroom Central