Program
Partnership
Opportunities



2027 Program Partnership Opportunities

Classroom Central offers a diverse range of programs to provide free resources 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 & Online Ordering: Monthly

- Our flagship program and most popular initiative for educators on the go — provide 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: Annually

- 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.

Launch Box: Quarterly, Annually, 3-Year

- Each quarter, Classroom Central delivers boxes filled with free supplies, seasonal materials, and gifts directly to first-year Charlotte-Mecklenburg Schools (CMS) 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 Appreciation Program: Annually

- Strengthen teacher retention through programs that remind educators they are seen, valued, and supported by their community.

Professional Development: Annually

- Provides teachers with opportunities to develop skills, build their own network, and focus on wellness, mental health, and resilience.
- Your support creates a thoughtfully designed experience to give participants the time, space, and resources to take what they have learned back into the classroom and into immediate action.

EdExchange: Annually

- Increase the visibility of your brand on our online hub, where educators - wherever they are located - learn, connect, and grow, through training, tools, and peer collaboration that strengthen classrooms year-round.

Free Store

August - May

Partnership Benefits	$2,000 / month
Employee Engagement & Team Experience	
Opportunity to host a Show & Tell tour during sponsorship month	✓
Opportunity to build employee motivation and pride through team volunteering	✓
Program Visibility & On-Site Presence	
Recognition on digital donor boards (Free Store)	✓
Opportunity for product sampling, display, or demonstration	✓
Opportunity to include giveaway item, coupon, or flyer in curbside orders	✓
Logo on flyer included in curbside orders	✓
Extended Brand Visibility	
Company name on Classroom Central website	✓
"Proud Sponsor of Classroom Central" graphic for your website	✓
Marketing, Media, & Audience Reach	
Social media recognition (LinkedIn, Facebook, & Instagram) during sponsorship month	✓
e-Newsletter recognition (donor audience) during sponsorship month	✓
e-Newsletter recognition (teacher audience) during sponsorship month	✓
Community Impact & Alignment	
Direct support of teachers and volunteers across the community	✓
Alignment with Classroom Central mission supporting teachers and students	✓



Mobile Free Store

August - May

Partnership Benefits	Title Sponsor $25,000	Summa Cum Laude $15,000	Magna Cum Laude $7,500
Program Visibility & On-Site Presence			
Logo on exterior of Mobile Free Store vehicle	✓		
Logo on interior shelving of Mobile Free Store	✓	✓	✓
Extended Brand Visibility			
Logo on Classroom Central website	✓	✓	✓
Logo on digital donor boards (Free Store)	✓	✓	✓
Logo recognition on Teacher Portal website	Logo	Name	
Marketing, Media, & Audience Reach			
Social media recognition (LinkedIn, Facebook, & Instagram)	✓	✓	✓
e-Newsletter recognition (teacher audience)	Logo	Logo	Name
e-Newsletter recognition (donor audience)	Logo	Logo	Name
Recognition in Mobile Free Store related e-blasts	3 e-blasts	2 e-blasts	1 e-blast
Media release inclusion	✓		
Opportunity to distribute branded item in Mobile Free Store	Year-Round	Year-Round	Year-Round
Community Impact & Alignment			
Direct support of teachers across multiple school districts	✓	✓	✓
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.

Classroom Central

Launch Box

Quarterly, Annual, 3-Year

Partnership Benefits	3-Year Sponsor $30,000	Annual Sponsor $12,000	Quarterly Sponsor $3,500
Program Visibility			
Opportunity to include branded promotional item in Launch Boxes (provided by sponsor)	✓	✓	✓
Opportunity to include printed materials, coupons, or flyers in Launch Boxes (provided by sponsor)	✓	✓	✓
Marketing, Media, & Audience Reach			
Social media recognition (LinkedIn, Facebook, & Instagram)	3 posts per quarter	2 posts per quarter	1 post per quarter
e-Newsletter recognition (donor audience)	Logo (1 per quarter)	Name (1 per quarter)	Name (1 per quarter)
e-Newsletter recognition (teacher audience)	Logo (1 per quarter)	Name (1 per quarter)	Name (1 per quarter)
Media release inclusion (Launch Box program)	✓		
Community Impact & Alignment			
Direct support of beginning teachers entering the classroom	✓	✓	✓
Alignment with Classroom Central mission supporting teachers and students	✓	✓	✓

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Classroom Central



Teacher Appreciation Program

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 principals and school leadership to develop customized engagement strategies that strengthen staff culture, improve morale, and support educator retention.

Your company can engage with this initiative in a way that reflects your own interests and capacity. From volunteering alongside the school community to providing expertise, assets, or financial support, this program offers a meaningful and flexible way to connect and create environments where educators feel valued, supported, and inspired to remain in the profession.

Title Sponsor: Annual

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

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. Donate gift cards, tickets, products, or services that principals can use to recognize and reward dedicated teachers. Your in-kind support helps ensure teachers receive meaningful appreciation and encouragement throughout the year.

Assets Partner

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
- 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 Appreciation Program

Classroom Central

Annual

Partnership Benefits	Title Sponsor $50,000	School Sponsor $7,500
Employee Engagement & Team Experience		
Volunteer engagement at teacher appreciation events	✓	✓
Program Visibility & On-Site Presence		
Title sponsorship recognition ("Proud Sponsor of Teacher Appreciation Program")	✓	
Logo on interior shelving of Mobile Free Store	✓	
"Proud Sponsor of [School Name]" recognition	✓	✓
Company name on event invitations to educators	✓	✓
Inclusion on printed materials distributed at quarterly appreciation events	✓	✓
Opportunity for product sampling, display, or demonstration at events	✓	✓
Opportunity to provide giveaway items, coupons, or flyers to attendees	✓	✓
Extended Brand Visibility		
Company name on Classroom Central website	✓	✓
Logo on Classroom Central website and digital donor boards (Free Store)	✓	✓
Marketing, Media, & Audience Reach		
Social media recognition during sponsorship period	✓	✓
e-Newsletter recognition (donor audience)	✓	✓
e-Newsletter recognition (teacher audience)	✓	✓
Media release inclusion (local press coverage)	2 per year	1 per year
Community Impact & Alignment		
Direct support of teachers through appreciation events and recognition	✓	✓
Alignment with Classroom Central mission supporting teachers and students	✓	✓
Membership in Corporate Major Donor Group + invitations to exclusive events	✓	✓

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