



## The Education Fund's Teach-A-Thon 2017

The Teach-A-Thon, a walk-a-thon with a twist, is a public awareness campaign, a networking opportunity, and more!

### It's a walk-a-thon with a twist.

- Instead of walking, running, or climbing stairs, volunteers train for a “teaching day” to learn the “Three R’s” that contribute to teaching quality:
  - **Recruit** teachers – Understand the challenges of recruiting teachers in today’s environment.
  - **Retain** teachers – Gain insight into effective means of professional development strategies to keep our best teachers.
  - **Reward** teachers – Recognize teacher success and the important role they play and compensate them fairly and competitively.

### It's a networking opportunity.

- Training is simple, fun, and a great way to network with other professionals
- Business professionals become “Teacher Champions” under the guidance of a classroom teacher
- The campaign culminates in a county-wide teaching effort, when all Teacher Champions spend at least one hour teaching in their assigned classroom
- A victory party soon follows where Teacher Champions and their teacher partners celebrate and share stories of success about the experience.

### Sponsorship Opportunities

#### REACH:

- 23,000+ Education Fund supporters (via email newsletters and blasts)
- 7,500+ parents of students
- 5,000+ students taught by Business Leaders
- 4,000+ more friends of Business Leaders who hear the message
- 1,000+ friends of Business Leaders who act on message by donating
- 200+ Business Leaders who “teach”
- 200+ Teachers who coach the Business Leaders

For more information, please contact Faye Wright at 305-558-4544, ext. 108 or at [fwright@educationfund.org](mailto:fwright@educationfund.org)

**SOLD -- \$50,000 Presenting Sponsor --** *Signature Sponsor for Teach-A-Thon*

**\$25,000 Printing and Promotions Sponsor\***

*Lead sponsor of the PRINT and SIGNIFICANT ONLINE materials for the Teach-A-Thon*

**BENEFITS:**

- Dominant placement of sponsor's logo and recognition as Printing Sponsor on ALL Teach-A-Thon print materials
- One of ONLY 3 Sponsors to have their logo on the HOME PAGE of 200+ Business Executives' personalized and individual web donation pages (reach: 5000+ direct friends of Business Executives)
- Prominent logo placement on all Teach-A-Thon DIGITAL collateral including e-vites & weekly newsletters (reach 23,000+)
- On-stage acknowledgement and recognition during Kickoff Event
- Display table promoting Sponsor's brand at Kickoff Event
- Logo on cover of and a one-page PSA (ad) in program book for Kickoff Event (one of only a very few ads)
- Sponsor logo on Teaching Tool Kit materials (5000+ students) and on letters to parents (up to 10,000)
- Sponsor logo on Business Executive application (1000+) and Teacher application (2000+)
- Prominent logo placement on and one-click access to Sponsor website from The Education Fund website
- Recognition in all event related press releases and social media

**\$20,000 Classroom Tools Sponsor (co-Sponsorships available starting at \$12,000)\***

*Lead sponsor of the Teaching Tool Kit materials for the Teach-A-Thon*

**BENEFITS:**

- Dominant placement of sponsor logo on Teaching Tool Kit materials (5000+ students) with specific recognition as presenting sponsor of "Teaching Tool Kit"
- Sponsor logo on parents letters (up to 7,500), Business Executive application (1000+) and Teacher Application (2000+)
- On-stage recognition during Kickoff Event
- Display table promoting Sponsor's brand at Kickoff Event
- Logo on cover of and a one-page PSA (ad) in program book for Kickoff Event (one of only a very few ads)
- Prominent sponsor logo placement on all Teach-A-Thon digital collateral including e-invitations and up to 3 newsletters (distribution 23,000+ for each)
- Prominent logo placement on and one-click access to Sponsor website from The Education Fund website
- Recognition in all event related press releases and social media

**SOLD -- \$20,000 Kickoff Party Sponsor** *for event at the Biltmore Hotel for Business Professionals and their Teacher Mentors*

**\$15,000 Social Media & Video Vignettes Sponsor\***

*Lead sponsor of social media and video communications of the Teach-A-Thon*

**BENEFITS:**

- **Exclusive benefit:** Sponsor's & their executives' participation in the Teach-a-Thon featured weekly via videos, unique social media posts on Facebook, Instagram & Twitter and in an exclusive e-newsletter (reach 23,000+).
- Dominant placement of sponsor's logo and/or name on a variety of other daily social media posts for Teach-A-Thon, including Facebook, Instagram, and Twitter, with special Boosted posts designed to reach thousands.
- Sponsor's logo on Teach-A-Thon Business Executive application (1000+) and Teacher application (2000+)
- Sponsor's logo placement on and one-click access to Sponsor website from The Education Fund website
- On-stage acknowledgment at Kickoff Party
- Prominent placement of one-page PSA (ad) in Kickoff program (one of only a very few ads)
- Display table promoting Sponsor's brand at Kickoff Party
- Sponsor's logo on Teach-A-Thon print and digital collateral including e-vites and newsletters (23,000+ for each)

\*All BENEFITS are negotiable and can include other exposure, recognition or access opportunities

## **Additional Sponsorship Opportunities**

### **\$10,000 Top in Class (Teach-A-Thon Exposure AND Sponsor of “A Taste of Education” Food Festival)**

#### **BENEFITS:**

- Sponsor logo on numerous Teach-A-Thon print and digital collateral including e-vites & newsletters (23,000+ for each)
- Sponsor logo on TWO event program covers (Kickoff Event and *A Taste of Education*)
- One-page color PSA (ad) in *A Taste of Education* Commemorative Program
- On-stage acknowledgment at *A Taste of Education*
- Display table promoting Sponsor’s brand at Kickoff and *A Taste of Education* events
- Sponsor logo on Teaching Tool Kit materials (5000+ students) and name on letters to parents (up to 10,000)
- Sponsor logo on Business Executive application (1000+) and Teacher application (2000+)
- Sponsor logo placement on The Education Fund website
- Social media recognition via up to 5 social media posts
- 20 tickets to *A Taste of Education*

### **\$7,500 Gold Star (Teach-A-Thon Exposure AND Sponsor of “A Taste of Education” Food Festival)**

#### **BENEFITS:**

- Sponsor logo on numerous Teach-A-Thon print and digital collateral including 3 newsletters (distribution 23,000+ for each)
- One-page color PSA (ad) in *A Taste of Education* Commemorative Program
- Sponsor logo on *A Taste of Education* event program cover
- On-stage acknowledgment at *A Taste of Education*
- Display table promoting Sponsor’s brand at ONE Teach-a-Thon event
- Sponsor name on Teaching Tool Kit materials (5000+ students) and letters to parents (up to 10,000)
- Sponsor logo on Business Executive application (1000+) and Teacher application (2000+)
- Sponsor logo placement on The Education Fund website
- Social media recognition via up to 3 social media posts
- 15 tickets to *A Taste of Education*

### **\$5,000 Silver Star (Teach-A-Thon Exposure AND Sponsor of “A Taste of Education” Food Festival)**

#### **BENEFITS:**

- Sponsor logo on numerous Teach-A-Thon print and digital collateral including 3 newsletters (distribution 23,000+ for each)
- One-page color PSA (ad) in *A Taste of Education* Commemorative Program
- Sponsor logo on *A Taste of Education* event program cover
- Display table promoting Sponsor’s brand at ONE Teach-a-Thon event
- Sponsor logo placement on The Education Fund website
- Social media recognition via 2 social media posts
- 15 tickets to *A Taste of Education*

### **\$2,500 Classroom Champion (Teach-A-Thon Exposure AND Sponsor of “A Taste of Education” Food Festival)**

#### **BENEFITS:**

- Sponsor logo on numerous Teach-A-Thon print and digital collateral including 2 newsletters (distribution 23,000+ for each)
- One-page color PSA (ad) in *A Taste of Education* Commemorative Program
- Display table promoting Sponsor’s brand at ONE Teach-a-Thon event
- Sponsor logo placement on The Education Fund website
- 15 tickets to *A Taste of Education*

### **\$1,500 Benefactor (Teach-A-Thon Exposure AND Sponsor of “A Taste of Education” Food Festival)**

#### **BENEFITS:**

- Sponsor logo on numerous Teach-A-Thon print and digital collateral including 2 newsletters (distribution 23,000+ for each)
- One-page color PSA (ad) in *A Taste of Education* Commemorative Program
- Sponsor logo placement on The Education Fund website
- 15 tickets to *A Taste of Education*

### **\$1,000 Teacher's Pet (Teach-A-Thon Exposure AND Sponsor of “A Taste of Education” Food Festival)**

#### **BENEFITS:**

- Sponsor logo on various Teach-A-Thon print and digital collateral including 2 newsletters (distribution 23,000+ for each)
- One-page color PSA (ad) in *A Taste of Education* Commemorative Program
- Sponsor logo placement on The Education Fund website
- 10 tickets to *A Taste of Education*

## **About The Education Fund**

Founded in 1985 with a grant from the Ford Foundation, The Education Fund acts on the belief that the economic health of Miami-Dade County begins with the quality of its public schools. By preparing and inspiring public school leaders and teachers, we impact student achievement and parent participation. By maximizing student potential, particularly for children living in poverty, we raise hopes and improve families' futures. Our initiatives leverage private-sector investments and galvanize awareness of critical issues in public education. Our mission is to maximize students' potential, ensure they each graduate, and provide each one with opportunities for success. Our programs reach all of the 392 public schools, and the more than 22,000 teachers, benefiting hundreds of thousands of students.