

We value education

2021-2022 SPONSORSHIP BOOKLET



HENDERSON COUNTY
EDUCATION
FOUNDATION

Who We Are & What We Do

HCEF exists to improve the educational experience for Henderson County students and teachers. We do this by being responsive to the needs of educators, students, and our community. Our mission is to serve HCPS by investing in and responding to the whole child and the whole school to create a thriving community.

Check out our sponsorship opportunities inside.

To learn more or sponsor an event, call

Summer Stipe @ 828.243.2338

or email summer@hcefnc.org

Through our relationship-building, advocacy, and fundraising efforts, HCEF is able to provide funding to support:

- the needs of our most vulnerable students,
- post-secondary scholarships to graduating seniors,
- instructional support for arts and music education,
- 'Grow Our Own' teacher program
- STEM education through Muddy Sneakers and Discover STEM Summer Camps,
- the expansion of Leader in Me throughout Henderson County Public Schools

hcefnc.org

At HCEF, We Value Education.

We hold three signature events each year to raise funds to support educational excellence. Thank you for your sponsorship consideration.

If you would like to consider a sponsorship opportunity, please contact our Executive Director, **Summer Stipe**, at summer@hcefn.org or **828.243.2338** (cell).

■ **\$5,000 Presenting Sponsor** (Exclusive)

- Golf team of four for the tournament (includes lunch, on course beverages and dinner)
- Name listed as presenting sponsor on all materials for the event including early registration letter, sponsorship form, in-kind donation form, and all printed material (_____ presents the 15th Annual HCEF Golf Classic)
- Media releases sent out prior to the event with business name listed as the presenting sponsor Logo link on the event page of the Education Foundation's website
- Name will be mentioned and tagged in all social media posts/events (Facebook & Twitter)
- Opportunity to take part in radio interviews with the Education Foundation staff and/or board
- Programs will be printed for all participants with the company logo on the front, listed on the inside, and the full back page for ad space
- Company representative will have the opportunity to welcome fellow golfers at the start of the tournament
- Banner space at the event for a large banner at the entrance to the clubhouse
- Vendor space (product sampling if applicable) available at the clubhouse during registration and lunch or on the course

15th Annual • Henderson County

Education Foundation

FALL **GOLFCLASSIC**

MONDAY, OCTOBER 11, 2021

Champion Hills Club

The HCEF Golf Classic is the largest fundraiser for the Henderson County Education Foundation. The event includes an afternoon of golf at a premiere golf course. The revenue from this event supports our work in preparing students for the workforce through post-secondary scholarships and the Leader in Me initiative. *Audience:* 125 prominent individuals, business leaders, elected officials in the Henderson County community attend the event through golfing or volunteering.

■ **\$1,250 Gold Sponsorship**

- Team of four for the tournament (includes lunch and on course beverages and snacks)
- Name on all printed materials, HCEF website and press releases
- Signage at registration table and in program

■ **\$250 Hole Sponsor** (18 available) **\$500 Hole & Table Sponsor** (3 available)

- Sign with logo/name at designated hole
- Name/Logo on the event page of the Education Foundation's website and in all press releases
- Name/Logo printed in event program as Hole Sponsor
- Vendor space at registration & lunch spot (**\$500 sponsor only**)



2022 Food for Thought Week

Restaurants participate in this 6th annual weeklong event beginning **Monday, January 17th** and continues through **Sunday, January 23rd**. Participating establishments donate a portion of sales to support education.

\$5,000 Frequent Diner/ Presenting Sponsor *(Exclusive)*

- Recognition on restaurant recruitment material (begins in October)
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, flyers, e-blasts, etc.
- Prominent sponsor recognition on "dine out" menu printed and distributed to 10,000 Henderson County Public Schools students, families and staff
- Sponsor logo on flyers and table tents distributed at participating restaurants
- Sponsor recognition and link from the event page on the Education Foundation's website and social media pages and Henderson County Public School's social media pages (5,000 followers)
- Opportunity to participate in radio interviews with the Foundation staff and board
- Sponsor name mentioned in all radio advertising
- Sponsor named mentioned in "all call" to over 17,000 parents and employees of Henderson County Public Schools
- Ads placed in local media



DINE OUT FOR EDUCATION
to support Henderson County Education Foundation

\$2,000 Dining Guide Sponsor

- Prominent sponsor recognition on dine out guide printed and distributed to 10,000 Henderson County Public Schools students, families and staff
- Sponsor recognition and link from the event page on the Education Foundation's website and social media pages and Henderson County Public School's social media pages
- Sponsor named mentioned in "all call" to over 17,000 parents and employees of Henderson County Public Schools

2022 Education Celebration

April 26, 2022
Jeter Mountain Farm

This annual event celebrates the stars of Henderson County education, past and present

including the induction of the 18th Education Hall of Fame class, and recognition of Henderson County's Principal of the Year and 23 Henderson County Teachers of the Year. The event includes a reception, dinner and awards program. We anticipate 280 attendees including, School Board, Leadership team, principals, teachers, and business and community leaders.

■ \$7,500 Presenting Sponsor (Exclusive)

- On all materials, the event will be called "(name) presents the 2022 Education Celebration", including Save the Date, e-blasts, and social media
- Sponsor recognition and link on the event page of the Education Foundation's website.
- Invitations mailed to over 500 individuals with the presenting logo on the front of the invitation
- Media releases sent out prior to the event with listing the presenting sponsor
- Opportunity to take part in radio interviews with the Education Foundation staff and board
- Programs will be printed for all attendees with the business logo on the front, listed on the inside, and the full back page for ad space
- The presenting sponsor will also have eight seats at the dinner in a prominent location
- At the event, a representative from the presenting business will be asked to give a "welcome" to the audience
- Banner space at the entrance to the event and throughout the venue

■ \$2,500 Hall of Fame Sponsor (Exclusive)

- Prominent marketing exposure, name included in all event promotional materials, listing on the event program
- Name recognition from the podium
- Featured spot on the event page of the HCEF website
- Name mentioned in radio spots, Facebook and press releases
- Name will be listed as sponsor on all Hall of Fame videos at the event (videos are also posted on website after the event)
- Opportunity to hand out gifts and plaques to Hall of Fame inductees during event
- Hall of Fame sponsors will receive prominent seating at the event and six tickets

■ \$1,750 Outstanding Educators Sponsor (Exclusive)

- Prominent marketing exposure, name included in all event promotional materials, listing on the event program
- Name recognition from the podium
- Featured spot on the event page of the HCEF website
- Name mentioned in radio spots, Facebook and press releases
- Name will be listed as sponsor on all Hall of Fame videos at the event (videos are also posted on website after the event)
- Opportunity to hand out gifts to Teachers of the Year & Principal of the Year during event
- Teacher of the Year sponsors will receive prominent seating at the event and six tickets

■ \$1,000 Leaders Sponsor

- Logo included in event program and on the event page of the HCEF website
- Name recognition from the podium during the event
- Leaders sponsor will receive four tickets to the event

■ \$500 All-Stars Sponsor

- Company name included in the event program and on the event page of the HCEF website
- All-Star sponsor will receive two tickets to the event

