

# ENGAGE

## IN EDUCATION

*Engineering the Future*

2015

## 2015 SPONSORSHIP PACKET

Thursday, November 12 @ Makoy Center

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*A fun and inspiring evening to benefit*



# EVENT DETAILS



**DATE:** THURSDAY, NOVEMBER 12, 2015  
**TIME:** 6 – 9PM (*DOORS OPEN AT 5:30PM*)  
**PLACE:** MAKOY CENTER, 5462 N. CENTER ST,  
HILLIARD, OH 43026

The 3<sup>rd</sup> Annual Engage in Education is a fun and inspiring evening offering a look into the innovative programs of the Hilliard City School District while raising funds to support the Hilliard Education Foundation. Last year, this event attracted over 250 guests and raised more than \$30,000!

Guests will enjoy cocktails, dinner, and a silent auction as well as special exhibits featuring the accomplishments of our engineering program.

## About the Hilliard Education Foundation

The Hilliard Education Foundation (HEF) helps students and teachers do more. Our primary mission is to support meaningful learning opportunities and innovative education programs that benefit **over 16,000 Hilliard City School students**.

### *Grants*

Over **\$1 million** in grant funding has been dispersed to teachers and classrooms throughout the district to support innovative learning and student success.

### *Scholarships*

Since 1989, HEF has awarded almost **\$275,000** to Hilliard City School students to support their higher education pursuits. Scholarships are provided by generous community donors who seek to help our graduates find success in college and beyond.

### *Innovative Education*

HEF strives to be a valued partner by collaborating on District priorities like the McVey Innovative Learning Center (MILC). Through private donations and corporate grants, HEF was able to facilitate more than **\$75,000** in financial support for the MILC.



# MARKETING REACH

Engage in Education has reach across social media, print and web platforms. The event will be heavily promoted through:

- Dedicated E-mail Blasts
- Announcements and Blasts to the Hilliard City School District Community
- Social Media (Facebook, Twitter)
- Community Calendars
- This Week News

The potential reach of this exposure is:

- Website 10,000+ visits a year
- ThisWeek 22,000+ distribution
- School District 1,100+ teachers plus all additional support staff  
15,800+ students and families
- Social Media 6,000+ combined followers
- Newsletter 500+ subscribers

## *Website Presence*

Engage in Education will have a dedicated page ([hilliardeducationfoundation.org/engageineducation](http://hilliardeducationfoundation.org/engageineducation)) where all participants, guests, and volunteers must visit in order to register for the event. Sponsor logos with hyperlinks to their sites are included in many sponsorship levels.

## *Social Media Outreach*

As a sponsor, you will also benefit from social media outreach and marketing including dedicated Tweets and Facebook posts. Your social media team will be provided with an event hashtag and other social media tools to leverage your own participation.

# SPONSORSHIP BENEFITS



Sponsorship Level	Platinum \$5,000	Diamond \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Reservations	Table of 8 <i>(premier placement)</i>	Table of 8	Reserved seats for 4	Reserved seats for 2	Reserved seats for 2
<b>Pre-Event Recognition</b>					
Website Presence*	Logo and link	Logo and link	Logo	Listing	Listing
Social Media Promotion (Facebook, Twitter)	X	X	X		
Email Blasts	X	X			
Event Invite**	X				
Press Release	X				
<b>On-Site Recognition</b>					
Program Inclusion	Full Page <i>(premier placement)</i>	Full Page	Half Page	Quarter Page	Listing
Item in Goody Bags	X	X	X	X	X
Event Signage	X	X	X	X	
Recognized from Podium	X	X			
<b>Post-Event Recognition</b>					
E-newsletter	X	X	X	X	X
Thank You Email Blast	X	X	X		
Outgoing Press Release	X				

\*For one year

\*Commitment must be received by October 1

# ADDITIONAL OPPORTUNITIES



## *Program Partners (opportunities begin at \$5,000)*

Receive the same benefits as a Platinum Sponsor – and – the opportunity to build a true partnership with our schools. A portion of your gift will be dedicated to a special fund at the Hilliard Education Foundation to support the engineering program. Option to further your partnership with our schools including offering internships to students, providing speakers for classes, etc.

## *Silent Auction*

Donate an item for the silent auction and help us raise even more funds.

## *Ads*

Please consider placing an ad in our program and expose your business to our broad audience. (Sponsors may increase their ad size to the next level.)

## *Donate*

Help us create innovative learning experiences for all students by simply donating to the Hilliard Education Foundation.

Event tickets can be purchased after October 1 at [hilliardeducationfoundation.org/engageineducation](http://hilliardeducationfoundation.org/engageineducation).





# COMMITMENT FORM

*Opportunities are limited. In order to secure your desired level of participation, please complete and return with payment as soon as possible. Commitments must be received no later than October 15, 2015 to guarantee fulfillment of sponsor benefits unless otherwise noted.*

## Contact Information

☐ Personal Gift ☐ Company Gift

Name for Recognition \_\_\_\_\_  
(exactly as you would like to appear; please limit to either individual or organization name)

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Logos

Email color, high resolution logos and ads by October 30, 2015 to:

**Rachel.Heine@HilliardEducationFoundation.org**

## Sponsorship Opportunities

- ☐ Platinum - \$5,000
- ☐ Diamond - \$2,500
- ☐ Gold - \$1,000
- ☐ Silver - \$500
- ☐ Bronze - \$250

## Additional Opportunities

- |                 |  |
|-----------------|--|
| <b>Partners</b> | <input type="checkbox"/> Program Partner - \$5,000 or more*      |
| <b>Ads</b>      | <input type="checkbox"/> Full Page Program Ad - \$100            |
|                 | <input type="checkbox"/> Half Page Program Ad - \$75             |
|                 | <input type="checkbox"/> Quarter Page Program Ad - \$50          |
|                 | <input type="checkbox"/> Sponsor Ad Increase to Next Size - \$50 |
| <b>Donation</b> | <input type="checkbox"/> General Donation \$ _____               |
| <b>Auction</b>  | <input type="checkbox"/> Silent Auction Donation                 |

Description of item donated \_\_\_\_\_

Value of item donated \$ \_\_\_\_\_

☐ Item will be mailed ☐ Item will need picked up

*\*We will contact you to discuss the details of your commitment.*

## Payment Method

- ☐ Check enclosed (checks payable to Hilliard Education Foundation) ☐ Invoice
- ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card \_\_\_\_\_ CVV Code: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### PLEASE RETURN TO:

Hilliard Education Foundation  
5323 Cemetery Road  
Hilliard, OH 43206

### FOR MORE INFORMATION:

Rachel Heine, Executive Director  
Hilliard Education Foundation  
(614) 921-4837  
Rachel.Heine@HilliardEducationFoundation.org

### IMPORTANT DEADLINES

October 15 – Commitments Due  
October 30 – Logo/Ad Due