

# GreatHearts Arizona Teacher Excellence Fund TELETHON

BENEFITING GREAT HEARTS ARIZONA TEACHERS

## SPONSORSHIP OPPORTUNITIES September 25th, 2021

### VALEDICTORIAN PRESENTING SPONSOR | \$50,000

- Title sponsorship on all event communications and collateral "Teacher Excellence Fund Telethon Presented by Casas Bonitas"
- Promotional company video played 2 times during Telethon
- Printed company signage displayed on-site at Telethon, consistently in view for audience at home
- Opportunity for live check presentation, speaking engagement, or interview during Telethon
- Promotional direct mail piece mailed to all Cicero households (or another Academy of sponsor's choosing)
- Recognition as a sponsor in 2 public press releases: pre-event and post-event
- Social media logo recognition: 3 posts on Great Hearts main account and 2 posts on all 21 academy accounts for a total of 200,000+ unique impressions
- Verbal call outs and on-screen logo recognition by moderator/host at the Telethon, minimum of 10 times
- Logo recognition on 7 event email communications distributed to all families in the Great Hearts Arizona network (30,000+) with link to company website
- Logo recognition on Save the Date direct mail piece mailed to all Great Hearts Arizona households (15,000+)
- Logo recognition on Telethon website and all associated event collateral
- Invitation to, and opportunity to speak at, Sponsor Appreciation Luncheon post-event
- Invitation to Sponsor Appreciation Luncheon with Great Hearts CEO and executive team

### SUMMA CUM LAUDE SPONSOR | \$25,000

- Promotional company video played 2 times during Telethon
- Printed company signage displayed on-site at Telethon
- Title sponsorship of 1 live performance i.e. "Student Poetry Recitation Presented by..."
- Opportunity for live check presentation or speaking engagement during Telethon
- Recognition as a sponsor in 2 public press releases: pre-event and post-event
- Social media logo recognition (2 posts on Great Hearts main account and 1 post on all 21 academy accounts)
- Verbal and on-screen logo recognition by moderator/host at the Telethon
- Logo recognition in all 7 email communications distributed to all families in the Great Hearts Arizona network (30,000+) with link to company website
- Logo recognition in 1 print/direct mail piece mailed to all Great Hearts Arizona households (15,000+)
- Logo recognition on Telethon website
- Invitation to Sponsor Appreciation Luncheon with Great Hearts CEO and executive team

### CUM LAUDE SPONSOR | \$15,000

- Promotional company video played 1 time during Telethon
- Opportunity for live check presentation or speaking engagement during Telethon
- Recognition as a sponsor in 2 public press releases: pre-event and post-event
- Social media logo recognition (2 posts on Great Hearts main account)
- Verbal and on-screen logo recognition by moderator/host at the Telethon
- Logo recognition in all 7 email communications distributed to all families in the Great Hearts Arizona network (30,000+) with link to company website
- Logo recognition in 1 print/direct mail piece mailed to all Great Hearts Arizona households (15,000+)
- Logo recognition on Telethon website
- Invitation to Sponsor Appreciation Luncheon with Great Hearts CEO and executive team

### DEAN'S LIST SPONSOR | \$10,000

- Opportunity for live check presentation or speaking engagement during Telethon
- Recognition as a sponsor in 2 public press releases: pre-event and post-event
- Social media logo recognition (1 post on Great Hearts main account)
- Verbal and on-screen logo recognition by moderator/host at the Telethon
- Logo recognition in all 7 email communications distributed to all families in the Great Hearts Arizona network (30,000+)
- Logo recognition in 1 print/direct mail piece mailed to all Great Hearts Arizona households (15,000+)
- Logo recognition on Telethon website
- Invitation to Sponsor Appreciation Luncheon with Great Hearts CEO and executive team

### HONOR ROLL SPONSOR | \$5,000

- Verbal recognition by moderator/host at the Telethon
- Logo recognition in all 7 email communications distributed to all families in the Great Hearts Arizona network (30,000+)
- Logo recognition in 1 print/direct mail piece mailed to all Great Hearts Arizona households (15,000+)
- Logo recognition on Telethon website
- Invitation to Sponsor Appreciation Luncheon with Great Hearts CEO and executive team

