



## SEDGEFIELD MIDDLE SCHOOL Empowering Extraordinary: Corporate Partnership Opportunities

Your contribution to the Empowering Extraordinary Campaign will help sustain and grow academic offerings, enhance enrichment programming, and support athletic activities at Sedgefield Middle School – all of which provide real and meaningful opportunities for young people in our community.

*Specific investments planned include:*

### ENRICHMENT EXPERIENCES

Curriculum enhancements for each grade level

### DIGITAL LEARNING PLATFORMS

Padlet, Nearpod, and Peardeck to increase engagement in the classroom

### INTERACTIVE LEARNING AND MOVEMENT

HAC bags with interactive materials (e.g., soccer balls, basketballs, etc.), flexible seating, sensory room materials (e.g., alternative lighting, seating, rugs, etc.)

### CULTURALLY ENRICHING NOVEL

Spring curriculum to engage learners in reading a text that allows them to connect to real world experiences

### SPARTAN MASCOT

Our Spartan needs a makeover! We are seeking a new mascot to support athletics and school spirit events

### CAMPUS IMPROVEMENT

Outdoor seating, cover (if possible), continued beautification projects

### PROFESSIONAL DEVELOPMENT

Helping our teachers grow in responsive practices to best support our students

### TEACHER AND STUDENT RECOGNITION

Recognizing the amazing work of students and our hard-working educators





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The following is a sample of our sponsorship packages. We are happy to customize opportunities to best meet the needs or interests of your business. And if there are specific items on the wish list you are most passionate about supporting, please ask us about directing your gift or providing an in-kind donation.

<b>LIMITED AVAILABILITY</b> <b>Signature</b> <b>\$10,000</b>	<ul style="list-style-type: none"><li>▪ Exclusive rights to serve as the signature sponsor for Sedgfield Middle School for the 2021-22 school year</li><li>▪ Feature on SMS News Channel, highlighting corporate partner commitment to school and community</li><li>▪ Opportunity to give away company "swag" to students and families at select school event(s)</li><li>▪ Signage around stadium score boards for baseball, football, and basketball, limit one per sponsor/venue</li><li>▪ Prominent logo placement on all marketing materials with corporate sponsor logos</li><li>▪ All Platinum sponsor benefits outlined below</li></ul>
<b>Platinum</b> <b>\$5,000</b>	<ul style="list-style-type: none"><li>▪ 3 full-color signs (1 on football field, 1 on baseball field, 1 in basketball gym)</li><li>▪ Company logo and web link on PTO/Booster Club web site</li><li>▪ Company recognition on social media pages, including Facebook, Instagram and Twitter</li><li>▪ Company logo and Sedgfield Middle School spirit wear shirts, distributed to more than 600 students</li><li>▪ Logo on ad in Spartan yearbook and "Sponsor Spotlight" 4 times in our PTO Spartan Express newsletter</li><li>▪ Company logo on <i>Empowering Extraordinary</i> sponsorship banner hung prominently at school</li></ul>
<b>Gold</b> <b>\$2,500</b>	<ul style="list-style-type: none"><li>▪ 2 full-color signs (1 on football field, 1 on baseball field)</li><li>▪ Company logo and web link on PTO/Booster Club web site</li><li>▪ Company recognition on social media pages, including Facebook, Instagram and Twitter</li><li>▪ Company name listing on Sedgfield Middle School spirit wear shirts, distributed to more than 600 students</li><li>▪ Logo on ad in Spartan yearbook and "Sponsor Spotlight" once in our PTO Spartan Express newsletter</li><li>▪ Company listing on <i>Empowering Extraordinary</i> sponsorship banner hung prominently at school</li></ul>
<b>Silver</b> <b>\$1,000</b>	<ul style="list-style-type: none"><li>▪ 1 full-color sign (1 baseball field)</li><li>▪ Company listing and web link on PTO/Booster Club web site</li><li>▪ Company name listing on Sedgfield Middle School spirit wear shirts, distributed to more than 600 students</li><li>▪ Listing on thank you advertisement in Sedgfield Spartan yearbook</li><li>▪ Company listing on <i>Empowering Extraordinary</i> sponsorship banner hung prominently at school</li></ul>



### Your sponsorship dollars at work

Your logo and company information will be included on t-shirts, interior and exterior signage, and brochures.

Opportunity for your business to increase brand awareness among:

- Community members
- Families
- School staff
- Key influencers



**SEDFIELD MIDDLE SCHOOL**  
2700 Dorchester Place  
Charlotte, NC 28209

## **ARE YOU READY TO EMPOWER EXTRAORDINARY?**

**Make your pledge by August 31st, 2021 to be included in promo materials**



Pay by check made out to SMS PTO  
mailed to: Sedgfield Middle School  
Attn. VP of Fundraising  
2700 Dorchester Place, Charlotte, NC 28209



Donate via PayPal by visiting [smspto.org/fundraising](https://smspto.org/fundraising)



Questions? Contact campaign chairs Rose Herring and Lori Culicerto at [smsptofundraising@gmail.com](mailto:smsptofundraising@gmail.com)

Funds raised through corporate donations are allocated 70% to SMS PTO/Capital and 30% to athletics unless otherwise specified.  
The Sedgfield Middle School PTO is a registered 501(c)(3), Tax ID # 82-1698628.  
The Athletics (Hoplite) Club is a registered 501(c)(3), Tax ID #83-0955744.



# Thank you!

