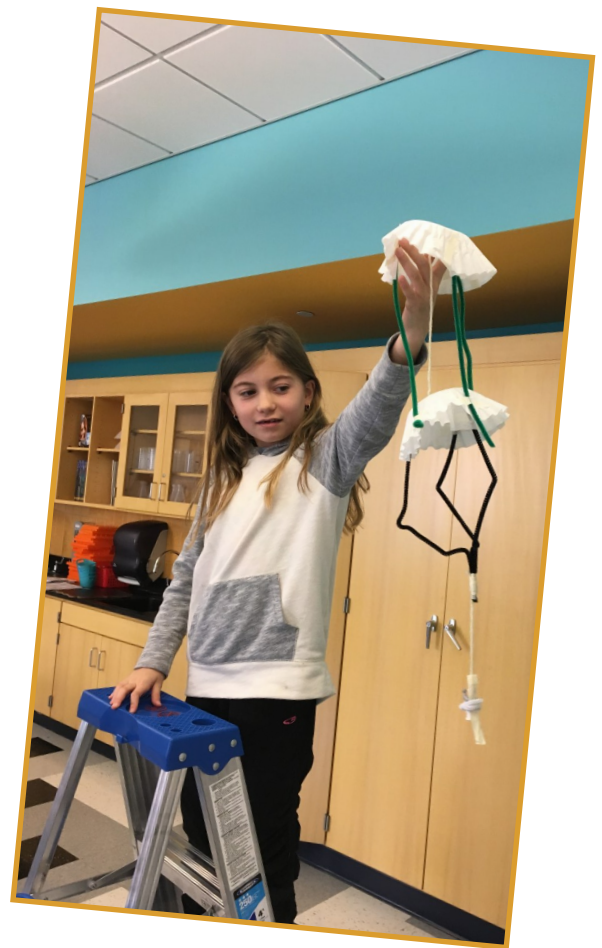


Business Sponsorship

Menu



ABOUT US

Who We Are

The NEF is a nonprofit organization that raises funds to enhance the quality of public education in our community. The NEF is made up of people like you who believe the best way to invest in our community is through a great education. Funds raised by the NEF go directly to funding experiences, learning environments, and materials that amplify teaching and learning and help prepare Newburyport's students for the future.

Our Sponsorship Menu

Our sponsorship menu offers business supporters a way to “pick and choose” the best options for their marketing and charitable program needs. This menu will allow you to decide which items appeal to you annually, while fostering a relationship with the NEF and the students it serves. Our board appreciates your generosity and continued support of the Newburyport Schools and its students. Your dollars make an impact that is felt by every student on a daily basis.

NEF Impact

A Snapshot of Your Impact in 2015–2016



\$350,000
Total invested



Fifteen
Partnership Grants
connected students
with local businesses



Ongoing upgrades
to the Newburyport
High School
Auditorium



**Library and
Media Center**
at the Nock-Molin School
completely renovated



STEM Lab
created at the Bresnahan
Elementary School



Sailbot, a robotic
sailboat built & operated
in collaboration with a
local software company

Our Marketing Reach

- 28% successful open rate for e-newsletter with 3,500+ email addresses
- 880+ social media followers
- Monthly column in the Newburyport Daily News
- Streamlined new website that is able to highlight our sponsors
- Ability to reach every family (2,200+) with a child in the Newburyport Public Schools



Newburyport Education Foundation

2017 Campaign

District-wide STEM Initiative

Over 50% of the fast growing jobs in the U.S. are math, science or technology based.” ~ National Math & Science Initiative

Campaign Overview

The Newburyport Education Foundation is raising funds to enhance interactive STEM education for our students throughout all grades. The purpose of the initiative is to build an environment that allows for inquiry and project based, hands-on learning around STEM topics, and that cultivates creative and flexible “thinkers and doers.”

Campaign Rationale

The Newburyport Public Schools are in the process of transforming instruction in grades K-8 to meet the new Science Technology/Engineering Learning Standards recently adopted by the Department of Elementary and Secondary Education.

The NEF will support and accelerate the implementation of the new curricula by providing tools and materials needed. When a new literacy curriculum was adopted several years ago, the NEF was able to accelerate its adoption by providing the leveled reading materials needed for the kinds of innovative reading and writing activities teachers were eager to have students engage in. Similarly, by providing well-equipped spaces with tools of science, we hope to give teachers and students the infrastructure need to support inquiry, experimentation, “making,” and “doing.”

What Success Looks Like

- There is a seamless progression throughout each school’s STEM instruction and environment from grades K-12.
- For students in grades K-5, STEM instruction and experimentation are in a specialized STEM Lab as well as with being integrated into the classroom.
- At the middle school, STEM studies are integrated into place-based learning expeditions with students being introduced to robotics, 3-D printing and real world design.
- For all high school students, STEM skills are applied in multidisciplinary course work that has been created to allow for flexible learning.



VISIONARIES

\$ PRICELESS

Special Events

- Gold Sponsorship for ALL of the following events:
 - Monte Carlo Night
 - NEF Open Golf Tournament
 - Lighthouse Auction
 - NEF Awards
 - Room Naming

Special Recognition & Amenities

- Listed as a *Founding Sponsor* in our Annual Report (Logo included)
 - With link in online version
- Original Student Artwork
- Work with NEF to create Work Place Giving Campaign with match, if desired
- Flexible Sponsorship Payment Plan

Website & Publications (in addition to event marketing)

- Featured Logo on website with special recognition as a *Founding Sponsor*
- Company name and logo listed as a *Founding Sponsor* on “Our Sponsors” page with URL to your website for 1 year
- Company contribution press release in local media w. photo
- Company mentioned in one edition of “NEF Monthly Quick Hits” in Daily News



Newburyport Education Foundation

ACHIEVERS

\$ 15,000+

Special Events

- Presenting Sponsorship of one of the following events OR Room Naming:
 - Monte Carlo Night (\$5000)
 - NEF Open Golf Tournament (\$5,000)
 - Lighthouse Auction (\$7,500)
 - NEF Awards (\$5,000)
 - Room Naming (\$5,000)
- \$5,000 toward Sponsorship of following events OR Room Naming:
 - Poker
 - Golf
 - Auction
 - NEF Awards
 - Room Naming



Special Recognition & Amenities

- Listed as an *Achiever Sponsor* in our Annual Report (Logo included)
 - With link in online version
- Original Student Artwork
- Work with NEF to create Work Place Giving Campaign with match, if desired
- Flexible Sponsorship Payment Plan

Website & Publications (in addition to event marketing)

- Featured Logo on website for 1 year
- Company name and logo listed as an *Achiever Sponsor* on “Our Sponsors” page with URL to your website for 1 year
- Company contribution press release in local media w. photo
- Company mentioned in one edition of “NEF Monthly Quick Hits” in Daily News



Newburyport Education Foundation

BELIEVERS

\$ 10,000+

Special Events

- \$6,500 toward Sponsorship of following events OR Room Naming:
 - Poker
 - Golf
 - Auction
 - NEF Awards
 - Room Naming

Special Recognition & Amenities

- Listed as a *Believer Sponsor* in our Annual Report (Logo included)
 - With link in online version
- Original Student Artwork
- Work with NEF to create Work Place Giving Campaign with match, if desired
- Flexible Sponsorship Payment Plan

Website & Publications (in addition to event marketing)

- Featured Logo on website for 6 months
- Company name and logo listed as a *Believer Sponsor* on “Our Sponsors” page for 1 year
- Company contribution press release in local media w. photo



Newburyport Education Foundation

MENTORS

\$ 5,000+

Special Events

- \$3,500 toward Sponsorship of following events OR Room Naming:
 - Poker
 - Golf
 - Auction
 - NEF Awards
 - Room Naming

Special Recognition & Amenities

- Listed as a *Mentor Sponsor* in our Annual Report
- Original Student Artwork
- Work with NEF to create Work Place Giving Campaign with match, if desired
- Flexible Sponsorship Payment Plan

Website & Publications (in addition to event marketing)

- Featured Logo on website for 3 months
- Company name and logo listed as *Mentor Sponsor* on “Our Sponsors” page for 1 year
- Company contribution press release in local media



Newburyport Education Foundation

A La Carte Menu

\$ 500+

	\$5,000+ Sponsorship	\$2,000+ Sponsorships	\$1,000+ Sponsorships	\$500+ Sponsorships
Monte Carlo Night	Presenting Sponsor	Incentive Sponsor	Dinner Sponsor Bar Sponsor Casino Table Sponsor Poker Table Sponsor	Poker Sponsor Casino Table Sponsor
NEF Open Golf Tournament	Presenting Sponsor	Double Eagle Sponsor	Eagle Sponsor	Birdie Sponsor Par 4 Sponsor
NEF Awards Night	Presenting Sponsor	Gold Sponsor	Crimson Sponsor	Silver Sponsor
Lighthouse Auction	Presenting Sponsor	Gold Sponsor	Crimson Sponsor	Silver Sponsor
Other	Naming Opportunity		Partnership Grant Sponsor	

Special Recognition

- Featured Logo on website for 1 month
- Company name listed on “Our Sponsors” page for 6 months



Newburyport Education Foundation

Sponsorship Opportunities

MONTE CARLO NIGHT

Presenting Sponsor: \$5,000 (Exclusive Opportunity)

- Included in all press releases, marketing materials and social media event postings
- Included on large outdoor banner for a month leading up to event and on all indoor signage at the event
- Company representative kicks off event; sponsorship mentioned at welcome/introduction
- Listed as *Presenting Sponsor* on all printed event marketing material
- Reference on all school-based parent communications
- 4 complimentary event tickets (does not include poker)

Incentive Sponsor: (\$2,500)

- Included in three Facebook event postings
- Included in all evites to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- 2 complimentary event tickets (does not include poker)

Dinner OR Bar Sponsor: (\$1,500)

- Included in two Facebook event postings
- Included in an evite to community
- Signage in designated space at event (bar/buffet)
- Sponsorship mentioned during event welcome
- 2 complimentary event tickets (does not include poker)

Deluxe Casino Table Sponsor: (\$1,000)

- Included in two Facebook event postings
- Included in an evite to community
- Signage in designated space at event (Deluxe Table Game)
- Sponsorship mentioned during event welcome
- 2 complimentary event tickets (does not include poker)

MORE OPPORTUNITIES ON NEXT PAGE



Newburyport Education Foundation

Sponsorship Opportunities

MONTE CARLO NIGHT

Poker Table Sponsor: \$1,000

- Included in a Facebook event posting
- Signage in designated space at event (Poker Table)
- Sponsorship mentioned during event welcome
- 5 complimentary POKER tickets

Casino Table Sponsor: (\$500)

- Included in a Facebook event posting
- Signage in designated space at event (Standard Table Game)
- Sponsorship mentioned during event welcome

Poker Sponsor: (\$500)

- Included in a Facebook event posting
- Sponsorship mentioned during event welcome
- 1 complimentary POKER tickets



Sponsorship Opportunities

NEF OPEN GOLF TOURNAMENT

Presenting Sponsor: \$5,000 (Exclusive Opportunity)

- Included in all press releases, marketing materials and social media postings
- Included on large outdoor banner for a month leading up to event and on all signage at event
- Company representative kicks off event; sponsorship mentioned at welcome/introduction
- Listed as *Presenting Sponsor* on all printed event marketing material
- Reference on all school-based parent communications
- Complimentary Foursome

Double Eagle Sponsor: (\$2,500)

- Included in three Facebook event postings
- Included in an evite to community
- Signage in designated space at event, PLUS at one exclusive tee
- Opportunity to provide an item for golfer and volunteer goodie bags
- Sponsorship mentioned during event

Eagle Sponsor: (\$1,000)

- Included in two Facebook event postings
- Included in an evite to community
- Signage in designated space at event, PLUS at one exclusive tee
- Opportunity to provide an item for golfer and volunteer goodie bags
- Sponsorship mentioned during event

Birdie Sponsor: (\$750)

- Included in a Facebook event postings
- Included in an evite to community
- Signage in designated space at event
- Opportunity to provide an item for golfer and volunteer goodie bags
- Sponsorship mentioned during event



Sponsorship Opportunities

NEF OPEN GOLF TOURNAMENT

Par 4 Sponsor: (\$500)

- Signage at one exclusive tee or on-course contest
- Opportunity to provide an item for golfer and volunteer goodie bags
- Sponsorship mentioned during event

Hole Sponsor: (\$250)

- Signage at one tee
- Opportunity to provide an item for golfer and volunteer goodie bags
- Sponsorship mentioned during event

Neighborhood Sponsor: (\$200)

- Signage at one tee
- Opportunity to provide an item for golfer and volunteer goodie bags



Sponsorship Opportunities

NEF AWARDS NIGHT

Presenting Sponsor: \$5,000 (Exclusive Opportunity)

- Included in all press releases, marketing materials and social media postings
- Included on large outdoor banner for a month leading up to event and on all indoor signage at the event
- Company representative kicks off event; sponsorship mentioned at welcome/introduction
- Full page ad in event program book
- Listed as *Presenting Sponsor* on all printed event marketing material
- Reference on all school-based parent communications

Gold Sponsor: (\$2,000)

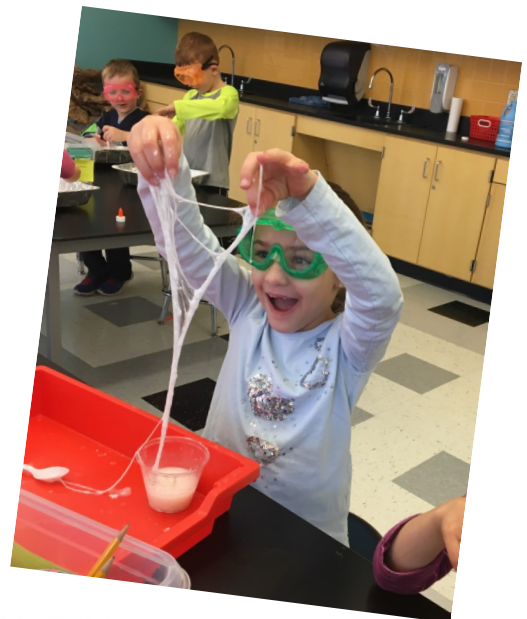
- Included in three Facebook event postings
- Included in an evite to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- Full page ad in event program book

Crimson Sponsor: (\$1,000)

- Included in two Facebook event postings
- Included in an evite to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- 1/2 page ad in event program book

Silver Sponsor: (\$500)

- Included in a Facebook event posting
- Included in an evite to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- 1/4 page ad in event program book



Sponsorship Opportunities

LIGHTHOUSE AUCTION

Presenting Sponsor: \$5,000 (Exclusive Opportunity)

- Included in all press releases, marketing materials and social media postings
- Included on large outdoor banner for a month leading up to event and on all indoor signage
- Company representative kicks off event; sponsorship mentioned at welcome/introduction
- Full page ad in event program book
- Listed as *Presenting Sponsor* on all printed event marketing material
- Reference on all school-based parent communications
- 8 complimentary tickets to event with VIP seating

Gold Sponsor: (\$2,000)

- Included in three Facebook event posting
- Included in an evite to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- Full page ad in event program book
- 4 complimentary tickets to event

Crimson Sponsor: (\$1,000)

- Included in two Facebook event postings
- Included in an evite to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- 1/2 page ad in event program book
- 2 complimentary tickets to event

Silver Sponsor: (\$500)

- Included in a Facebook event posting
- Included in an evite to community
- Included in indoor event signage
- Sponsorship mentioned during event welcome
- 1/4 page ad in event program book



I want to partner with the NEF

2017 Business Sponsorship Plan

Name: _____

Address: _____

Contact Person: _____

Email: _____

Phone Number: _____

We are:

- Visionaries \$ _____
- Achievers \$ _____
- Believers \$ _____
- Mentors \$ _____

We would like to pay:

- Annually
- Semi-Annually
- Quarterly
- Monthly

We would like to pick from the A La Carte Menu \$ _____

We would like to pay by:

- Check
- Cash
- Credit Card # _____
Name on Card _____
Card Expiration Date _____ Card Type _____

Signature

Date

