



Engaging Students for Successful Futures

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Lynn P. Moody, Ed.D., Superintendent

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Dear Community Business Leader:

Subject: Rock Hill Schools First in S.C. to Launch Vehicle Advertising for Enhancing Revenue

The Rock Hill School Board recently approved an initiative that can be a "win-win" alliance between education and the business community. Your business becomes a hero, offering a solution to the most crucial funding cuts in education and, at the same time, gains valuable market exposure. This is a trend that has been adopted by other communities in several states, creating an innovative and fiscally sound partnership between schools and corporations, small businesses and individual philanthropists.

How does it work?

Rock Hill Schools has over 40 service vehicles which travel up to 20,000 miles yearly throughout the Rock Hill area. The sides of each vehicle could serve as a moving billboard to brand your business or service to a large and demographically diverse audience. Advertisements must contain a character-based message. For example, a car dealership could say "An education can drive you into the future." All ads are subject to district approval and cannot reference alcohol, tobacco products, politics or religion.

Assoc. Supt. Tony Cox recently commented on WBTV: "The Rock Hill School District will earn 80% of the advertising revenues. While the initiative will not solve all budget problems, we're very proud that our Board has taken this proactive step. This is good for the schools, good for a business and ultimately good for our students. Whether the funds buy new computers, retain academic programs or save even one teacher's job, we're sure it's the right step to take at this crucial time." The Herald agreed, noting that "money from these efforts is not likely to be enormous, but it could mean a lot for the teacher whose position is saved."

What's the next step?

Our district is partnering with **Say It Here! Communications** to assist advertisers with messaging, graphics and manufacturing/installation. **Please call for more information at 704.868.4446 or contact Wayne Wingate, a volunteer with Say It Here! Communications on behalf of Rock Hill Schools.** He will schedule appointments with businesses interested in taking advantage of inaugural rates for community heroes. You can reach him at 803.487.6588.

We all need you to help support public education.

Sincerely,

Lynn P. Moody, Ed.D.

BECOME A COMMUNITY HERO

Brand Your Business! Advertise on A School Vehicle

Sponsorship Levels

SUPERINTENDENT \$2000

- (Vehicle #) 19 Grounds Truck-4 door
72 Isuzu Landscape Truck-4 door
86 Long Cargo Van
1 Bucket Boom Truck



- 62 Isuzu Landscape Truck-4 door



- 70 Long Cargo Van
89 Long Cargo Van
5 Tall Utility Truck
60 Dump Truck
61 Dump Truck
15 Mechanics (Boom) Truck
20 Pick-Up Truck
79 Pick-Up Truck
84 Carpentry Truck
68 Stakebed
82 Van



PRINCIPAL \$2800

- 11 Pick-up
80 Extended Cab Pick-Up



- 9 Utility Truck
10 Tall Utility Truck
17 Glass Truck
3 Box Truck Front
4 Utility Truck
12 Pick-Up Truck
13 Stakebed
14 Tall Utility Truck
20 Utility Truck
63 Van
76 Long Cargo Van
85 Long Cargo Van

COUNSELORS \$3850

- 2 Box Truck



- 6 Pick-Up Truck (E.R.)
7 Utility Truck
23 Glass Truck
67 Pick-Up Truck

TEACHER \$4250

- 16 Step Van (Pony Van)



- 71 Tall Utility Truck

