

DONOR SPONSORSHIP PACKET

2024-2025



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A LETTER FROM THE SUPERINTENDENT

Dear Donors,

We hope you will select Rock Hill Schools for your generous contribution. We value your consideration and are grateful for any assistance you choose to invest toward our amazing students and excellent schools.

Rock Hill Schools is one of the largest districts in South Carolina. Rock Hill Schools is one of the largest districts in South Carolina, including 14 elementary schools, five middle schools and three high schools. We also have a specialized pre-K center for four-year-olds and an Applied Technology Center focusing on career technical education, career readiness and life skills.

Your donation allows us to impact many lives - from custodians and educators to our students and their families. We rely on generous community members and partners to assist in keeping important initiatives going throughout the current and upcoming school years.

Our district office hosts many events throughout the year to strengthen our connections within Rock Hill and build relationships with local businesses. Learn throughout this packet how you can make a difference in our schools and our community.

Thank you for teaming up with us - we can't wait to see the ongoing impact your donations will make for our schools, faculty, and students for years to come!



A handwritten signature in dark ink, reading "Tommy Schmolze". The signature is fluid and cursive, with a large, stylized 'T' and 'S'.

Dr. Tommy Schmolze
Superintendent



DONOR SPONSORSHIP LEVELS

We are currently accepting support for the 2024-2025 school year. Donors will receive a letter from Business Services acknowledging receipt of the donation or sponsorship with a notice explaining the district is a government entity, not a 501c3. If donors would like to make a tax-deductible charitable contribution, they may contribute to the Rock Hill Schools Education Foundation, our 501c3 nonprofit partner.

**Donors may choose to be anonymous.*

\$25,000 OR ABOVE

These sponsors will receive:

- Sponsor logo + video presented on Rock Hill Schools website
- Prominent listing in our annual report
- Blog post shared with 30,000+ subscribers
- Social media post on all Rock Hill Schools platforms announcing gift with sponsor logo
- Thank you acknowledgment from Rock Hill Schools signed by the Executive Director of Communications and Marketing
- Optional recognition at a board meeting at the board's direction



DONOR SPONSORSHIP LEVELS

\$10,000 - \$24,999

These sponsors will receive:

- Name listed on Rock Hill Schools website and annual report
- Social media post on Facebook, LinkedIn, and Twitter announcing gift with logo
- Thank you acknowledgment from Rock Hill Schools signed by the Executive Director of Communications and Marketing
- Optional recognition at a board meeting at the board's direction



DONOR SPONSORSHIP LEVELS

\$5,000 - \$9,999

These sponsors will receive:

- Name listed on Rock Hill Schools website
- Social media post on Facebook and Twitter announcing gift
- Thank you acknowledgement from Rock Hill Schools signed by the Executive Director of Communications and Marketing

\$1,000 - \$4,999

These sponsors will receive:

- Social media post on Facebook and Twitter announcing gift
- Thank you acknowledgement from Rock Hill Schools signed by the Executive Director of Communications and Marketing

UNDER \$1,000 & IN-KIND DONATIONS

All donors will receive a thank you letter signed by the Executive Director of Communications and Marketing.

If you, or your company, would like to donate, email: communications@rhmail.org



2024 SUPPORT OUR SCHOOLS CAMPAIGN

Want a more direct way to donate? We are also accepting sponsors for specific events and campaigns for the 2024-2025 school year. Read the options below for how you can provide support!

FAMILY CALENDAR SPONSORSHIP - \$2,500

Sponsor the cost to provide a school calendar for every family in Rock Hill Schools. This will provide each household with a current school year calendar to keep them up-to-date on school events and important dates. Your logo will be prominently featured on the flier.

LEARNING TO ROCK 2024 - \$10,000

This is our new teacher orientation event held on July 30 and 31. We are looking to welcome first-year Rock Hill Schools teachers and staff to our amazing community. Help us put our best foot forward and make our first impression a lasting one.

Interested in sponsorship on a smaller level for this conference? Reach out to communications to choose a meal to sponsor.

LEARNING TO ROCK - COMMUNITY CONNECTIONS 2024

Many of our new teachers are new to the Rock Hill community and would love to learn more about local businesses. Come showcase your business to our 200 new employees during our vendor and business fair on July 30, 2024.

2024-2025 RETIREMENT BANQUET - \$10,000

Join us in honoring our long-standing employees who will retire at the end of this school year.



LEADERSHIP SUMMER CONFERENCE 2025 - \$5,000

District leaders come together to work through details for the upcoming school year including safety and security practices and procedures, instruction directives from the State, communication efforts and more. This event, held each summer, sets the stage for district leadership - including principals and assistant principals- to lead effectively.

EMPLOYEE APPRECIATION - 35 PRIZES (TOTAL OF \$3,500)

At the end of every week we would like to treat a special employee with some Friday fun by awarding a \$100 gift card to a deserving staff member.

Thank you Rock Hill Schools Education Foundation for supporting this cause each week. We are still seeking additional sponsors.



If you, or your company, would like to donate toward one of these campaigns email communications@rhmail.org



MAXIMIZE YOUR EXPOSURE TO OUR AUDIENCES.

BEING A FULL SPONSOR OF ROCK HILL SCHOOLS COMES WITH SEVERAL PERKS. THIS INCLUDES:

- Receiving signage at the event you are sponsoring, as well as mentions in our event program.
- A social media shout-out to our thousands of followers.
- A place in our award-winning annual report.
- Mention on our website as one of our community supporters.

SOCIAL MEDIA PLATFORMS:



www.facebook.com/RockHillSchools



www.twitter.com/RockHillSchools

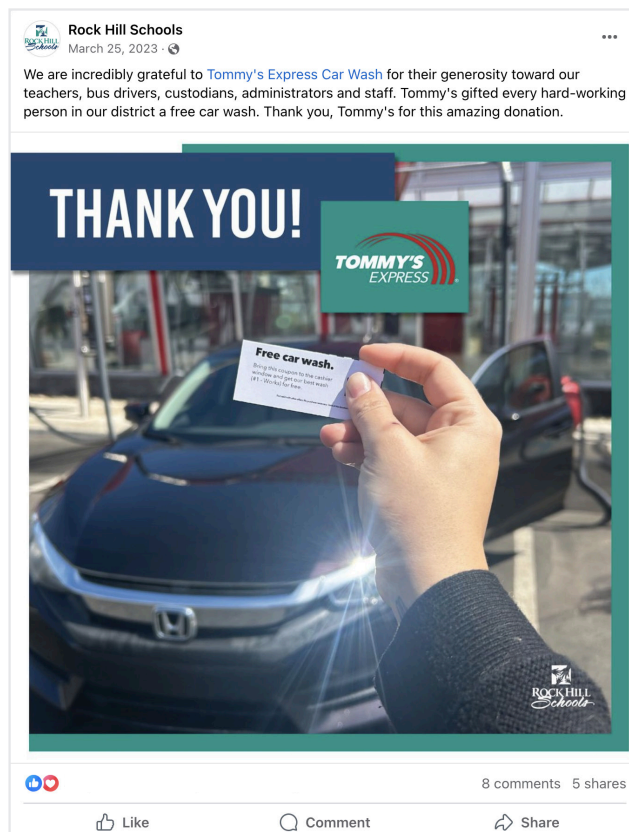


www.instagram.com/rockhillschools/

ENEWS SOURCES:

- **The Rock Hill Schools Rundown** - our internal e-newsletter for employee news that comes out on pay day of every month.
- **The Rock Hill Schools Semester Wrap Up** - our external e-newsletter for all families highlighting school news, which goes out twice a year.
- **The Rock Hill Board Brief** - an external enewsletter recapping the presentations and information discussed in the monthly board meetings.

Want to sponsor a newsletter? Reach out to communications to get your ad or business featured!



SOUND LIKE SOMETHING YOU'RE INTERESTED IN?

EMAIL COMMUNICATIONS@RHMAIL.ORG FOR MORE INFO OR TO MAKE A DONATION.

GOLDEN APPLE CLUB

LOCAL BUSINESSES SUPPORTING LOCAL EDUCATORS

JOIN TODAY!

Support Rock Hill Schools employees all year long! Our Golden Apple Club is a program allowing local businesses to support local educators.

We aim to build beneficial relationships with local businesses that provide our educators and faculty with discounts and offers to highlight their businesses and increase consumer traffic.

Registration is now open for the 2024-2025 season. Golden Apple Club memberships and benefits will run from July 1, 2024 to June 30, 2025. Membership renewals are offered at the end of every school year.

WHAT DO YOU GET?

Club member businesses will be listed on the school district website and benefit from increased monthly exposure to our more than 2,300-member team.

JOIN ONLINE AT [HTTPS://BIT.LY/GOLDENAPPLECLUB24](https://bit.ly/goldenappleclub24) OR
CONTACT COMMUNICATIONS@RHMAIL.ORG FOR MORE INFORMATION.

Rock Hill Schools employees will be required to present current, authorized school district identification to receive discounts from participating businesses.



INSPIRING SPACES



CLASSROOM MAKEOVER PROGRAM



INSPIRING SPACES

ROCK HILL SCHOOLS FEATURES **INSPIRING SPACES: A CLASSROOM MAKEOVER PROGRAM**

Our teachers are inspiring. They work each and every day to reach our students through engaging, thoughtful lessons and meaningful relationships.

To celebrate this inspiration, we launched a new program in 2023 where we asked parents, alumni, students, and the community to imagine what it would be like to empower teachers with the classrooms of their dreams.

More than 190 nominations poured in over the past two years from people who shared stories about our most inspiring teachers. Our three winners each year were selected based on the heartfelt conversations we had with those who nominated them.

The program has awarded six inspiring teachers the classroom makeover of their dreams — from floor to ceiling. Each summer one teacher from each level — elementary, middle, and high school — will be selected to receive furniture, paint, flooring, and more toward their renovated classrooms.

Superintendent Dr. Schmolze and district administrators are joined by our gracious donors each summer to reveal the upgraded classrooms before the first day of school — just in time for students to start learning in the new environments.

AS WE GEAR UP TO CONTINUE THE INSPIRING SPACES: A CLASSROOM MAKEOVER PROGRAM, WE HAVE SPONSORSHIP OPPORTUNITIES STARTING AT \$1,000. SCAN THE QR CODE TO SEE WHAT YOUR DONATION MEANS TO OUR INSPIRING TEACHERS.



IF YOU OR YOUR COMPANY WOULD LIKE TO SUPPORT OUR EFFORTS TO HELP STUDENTS AND STAFF IN OUR DISTRICT THROUGH DONATIONS, EMAIL COMMUNICATIONS@RHMAIL.ORG.