

DONOR SPONSORSHIP PACKET

2023



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A LETTER FROM THE SUPERINTENDENT

Dear Donors,

We are so excited you have selected Rock Hill Schools for your generous contribution. We value your consideration and are grateful for any assistance that you may choose to invest toward our amazing students and into our excellent schools.

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 specialized pre-K center for four-year-olds and an Applied Technology Center focusing on career technical education, career readiness and life skills.

Your donations allow us to impact many lives - from custodians and educators, to our students and their families. We are reliant 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 with our community and build relationships with local businesses. Learn throughout this packet how you can make a difference in our schools and your 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!



Dr. Tommy Schmolze
Superintendent

A handwritten signature in dark ink, reading "Tommy Schmolze". The signature is fluid and cursive, written in a professional style.



DONOR SPONSORSHIP LEVELS

We are currently accepting support for the 2023-2024 school season. Donors will receive a letter from business services acknowledging receipt of the donation or sponsorship with a notice explaining that 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
- Blog Post shared with 30,000+ subscribers
- Social Media post on all Rock Hill Schools platforms announcing gift with sponsor logo
- Thank you acknowledgement 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 + annual report
- Social Media post on Facebook, LinkedIn, and Twitter announcing gift with logo
- Thank you acknowledgement from Rock Hill Schools signed 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



2023 SUPPORT OUR SCHOOLS CAMPAIGN

Want a more direct way to donate? We are also accepting sponsors for specific events and campaigns for the 2023-2024 school year. Read the options below for how you can provide support!

FAMILY CALENDAR SPONSORSHIP

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.

LEARNING TO ROCK 2023 - \$10,000

This is our new teacher orientation event held in August each school year. We are looking to welcome first-year Rock Hill Schools teachers 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 2023

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 Aug. 8 from 11 a.m. to 1:30 p.m.

2023-2024 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 2024 - \$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 raffling off a \$100 giftcard at the school with the highest employee attendance percentage. Thank you Community Foundation for sponsoring this effort to kick off the 2023 school year. 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.
- Mention on our website as one of our community supporters.

SOCIAL MEDIA PLATFORMS:



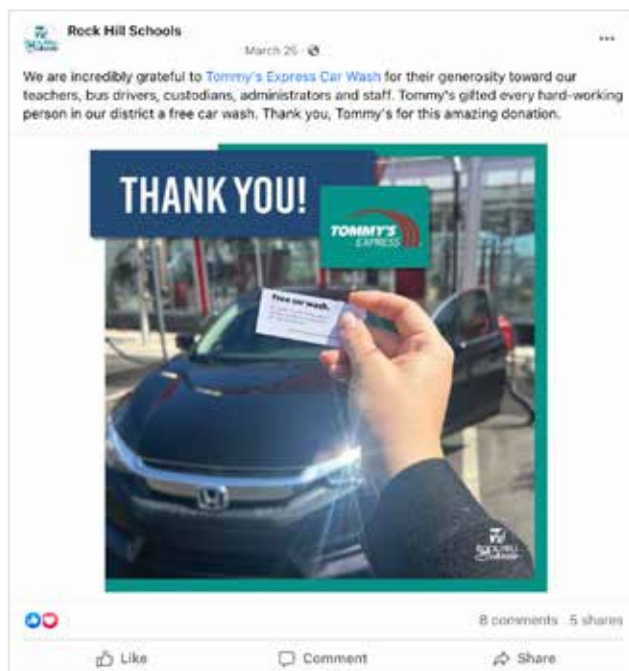
www.facebook.com/RockHillSchools



www.twitter.com/RockHillSchools



www.instagram.com/rockhillschools/



ENEWS SOURCES:

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

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 that allows local businesses to support local educators.

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

Registration is now open for the 2023-2024 season. Memberships will run from July 2023 - June 2024.

WHAT DO YOU GET?

Club member businesses will be listed on the school district website, receive a too-cool sign to post at your business, and benefit from increased exposure to our more than 2,300 member team.

JOIN ONLINE AT [HTTPS://BIT.LY/GOLDENAPPLECLUB](https://bit.ly/goldenappleclub) 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 LAUNCHES INSPIRING SPACES: 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 where we asked parents, alumni, students, and community to imagine what it would be like to empower teachers with the classrooms of their dreams.

More than 120 nominations poured in from people who shared stories about our most inspiring teachers and our three winners were selected based on the heartfelt conversations we had with those who nominated them.

The program awarded three inspiring teachers the classroom makeover of their dreams — from floor to ceiling. One teacher from each level — elementary, middle, and high school — was selected to receive furniture, paint, flooring, and more toward their renovated classrooms.

Superintendent Dr. Schmolze and district administrators were joined by donors to reveal the three classrooms. The group unveiled the classrooms before the first day of school, so students could immediately start learning in the new environments.

AS WE GEAR UP TO CONTINUE THE INSPIRING SPACES: 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.