

Strong families, Strong schools!

Project Appleseed
the national campaign for public school improvement





Engaging families with Project Appleseed's **Parental Involvement Pledge™** compact, **National Parental Involvement Day™** and **Public School Volunteer Week™**, provides our sponsors with the opportunity to reach parents, grandparents and caring adults through their local public schools. Sponsorships create brand awareness, increase brand loyalty, reinforce brand image, drive retail traffic and showcase community responsibility. An association with Project Appleseed will enhance the visibility and reputation of the sponsor among parents and schools.

Successful partnerships with businesses, foundations, and organizations are fundamental to providing support to families who seek to improve schools for all children. Engaging families contributes to a brighter future, better schools, and a stronger community for all Americans. As a sponsor, promotional programs will be developed to build your brand equity. These programs will leverage the Project Appleseed brand to maximize your brand's exposure in homes and schools nationwide.

Sponsorships include:

- Unique sponsorship packages customized to meet client-specific marketing objectives.
- Exclusivity for major sponsorships within category.
- The ability to use the Project Appleseed brand name and logo in promotional campaigns.
- The potential to benefit from editorial coverage in the press.
- High visibility and brand association with parents and families throughout America.

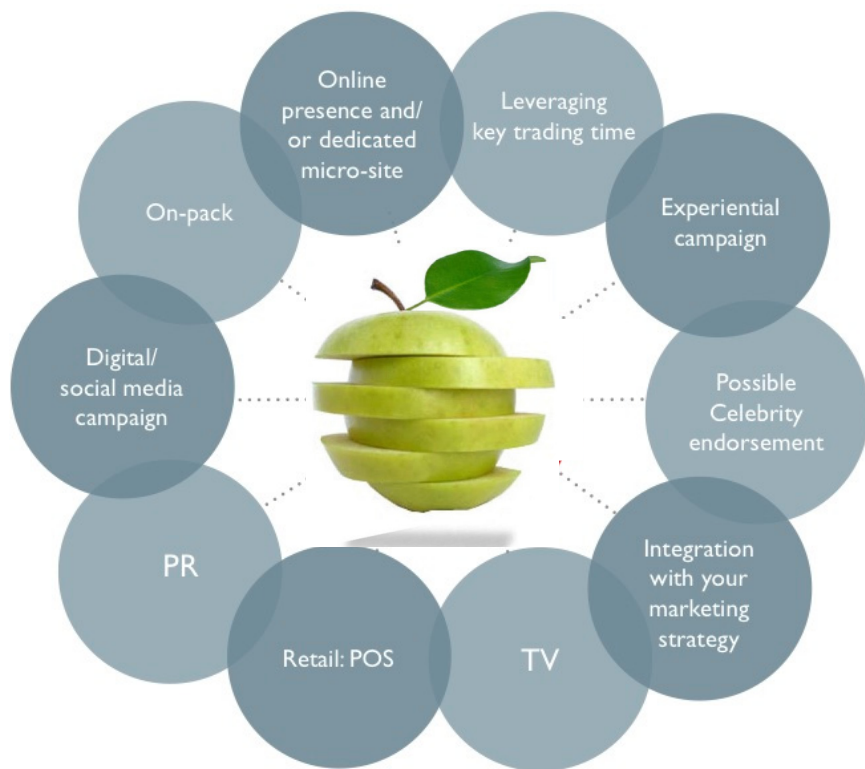
Project Appleseed seeks to create synergistic alliances with partners and sponsors whose business objectives can be met through a partnership with Project Appleseed. Any partnership should achieve at least one of the following goals or any combination:

Goals

- To increase student achievement for all students.
- To increase parental involvement by expanding the number of parent volunteers taking the Parental Involvement Pledge.
- Generate incremental revenue for Project Appleseed locally, nationally or both.
- Heighten public awareness for Project Appleseed.

Strategy

- Target partners where Project Appleseed can build awareness nationwide.
- Target partners whose target audiences includes women between the ages of 25-54, parents, grandparents and caring adults.



Why Cause Related Marketing with Project Appleseed?

Project Appleseed seeks to work with leading corporations, foundations and other non-profit organizations on cause-marketing programs. Together we seek to achieve our partners' marketing objectives through a connection with parents. Whenever possible, Project Appleseed should work directly with the partner rather than through third party intermediaries. When intermediaries are the original point of contact, Project Appleseed should obtain direct contact with the primary partners at the earliest possible time.

Strong mission: Project Appleseed is a nonprofit resource, advocate and voice for America's 65 million public school parents.

Significant impact: Over ten million family members observe our celebrations - Public School Volunteer Week & National Parental Involvement Day - at over 18,000 schools in all 50 states each school year. We estimate that nearly every public school in America has recognized or celebrated these grassroots occasions, at least once, over the last two decades. Each year parents and family members, state departments of education, nonprofits, businesses and thousands of school districts are involved.

Partnership philosophy: We forge strategic, long-term, mutually beneficial partnerships that deliver clear value and business benefits under truly tailored partnership programs.

Strong brand proposition: Project Appleseed's brand is trusted and recognized by parents and educators and provides a platform for leading companies to engage consumers in an authentic, breakthrough way.

Active digital reach:

- Our online newsletter Appleseed Today reaches 115,000 principals, superintendents and parent leaders via email.
- We have extensive digital reach with 10K average monthly visitors to projectappleseed.org and 1,500 parent leaders and organizations on our social media platforms.
- Each day our website is accessed by a majority of the 100 largest school districts in the United States.
- We are a top search result in Google & Bing for "parental involvement in public schools".
- Today there are currently over 10,000 active links to our signature events in the Google search engine.





Creative marketing assets: Project Appleseed offers branding and communications opportunities across earned media, social media and web/digital platforms.

Knowledge of local markets: Project Appleseed has an understanding of local knowledge, behaviors and practices, which can help inform and shape multi-market cause programs.

Selected Awards and Recognition:

- Leadership named Top Ten People In American Education, *Teacher* magazine.
- Recipient of *Parenting* magazine's Parenting Leader Award.
- Named one of "10 Unsung Nonprofits That Should Be Household Words" by EcoSalon.
- Advised the White House on the parental involvement provisions of Title I of the Elementary and Secondary Schools Act.
- Recipient of the Focus St. Louis "What's Right With The Region" Award.

Simplicity: Understandable donation mechanism, so consumers can clearly understand the impact of their action on our cause mission.

Cause Alignment: We seek alignment with brand attributes, consumer targeting and business goals.

Credible Contribution: Project Appleseed wants true supporters of our mission, so consumers view the partner's donations as a serious investment in the partnership.

Long term partnership: Delivering mutual benefit for both parties with measured and optimized impact over time.

Integrated communications plan: Our goal is to reach internal and external audiences with a common message.

Partners and sponsors support our mission and vision in a variety of ways. The revenue opportunities in a partnership between your organization and Project Appleseed isn't limited to sponsorship. There's also:

- Volunteerism
- Adopt-A-School
- Matching gifts
- Non-cash gifts
- Workplace giving
- Customer giving



Platinum Sponsorship

Public School Volunteer Week Presenting Sponsor
Presenting Sponsor Package \$500,000

Presenting sponsor has the name of the corporation or brand attached to Public School Volunteer Week as exclusive presenting sponsor. Sponsor has permission to use all of Project Appleseed's branding in product merchandising and advertising - including the Parental Involvement Pledge compact and Public School Volunteer Week. Sponsor will be included as the event national chair plus these benefits:

School & Community Promotion & Engagement - [Reach: One Million parents.](#)
[Our Retail Value: \\$950,000.00](#)

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 3,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- **Company logo on 2000 T-shirts** shipped with Toolboxes for school principals and online sales
- **2,000 instructional posters for schools** featuring the Six Slices of Parental Involvement

Digital Outreach - [Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views](#)

- Sponsor brand and recognition on Appleseed's website, home page and a dedicated micro-site with links to sponsor's website.
- Inclusion in our national e-mail newsletter Appleseed Today, Facebook posts, Tweets, press kits & releases, and web ads.
- We offer sponsors video interviews as part of their package. Project Appleseed will publish the video on our website and social media accounts, blog about it (or have the sponsor guest blog), and include it in e-mail communications.



Multi-Conference Sponsorship - [Reach: 40,000 Attendees](#)

Sponsor products and services to be communicated at major education conferences including parent leaders, teachers and school administrators. Sponsor logo to appear on all event promotional T-shirts, banners, signage, posters and flyers at these events:

- National PTA Convention and Expo 1,500
- National Association of Family Involvement in Education Conference 200
- National Title I Conference 3500
- National Education Association Expo 15,000
- American Federation of Teachers Convention 3,000
- National Association of Secondary School Principals
- National Association of Elementary School Principals Conference 4,000
- American Association of School Administrators Conference 1,800
- Association for Supervision and Curriculum Development Conference 11,000
- National School Public Relations Association Conference n/a

Magazine for Handout & Direct Mail - [Reach: 50,000 principals and parent leaders.](#)

- Full page ads in 25,000 hard copies of Appleseed Today magazine for schools

Gold National Sponsorship

National Sponsor Package \$250,000

Our Gold Sponsor will be prominently displayed in all advertising and marketing. Project Appleseed will build the sponsor's visibility, recognize sponsor generosity. We offer approval on marketing integration, measure metrics and focus on a common message to parents and families. Sponsor will be included as an event national co-chair plus these benefits:

School & Community Promotion & Engagement - Reach: 300,000 parents | Our Retail Value: \$330,000.00

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 2,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- **Company logo on 1,000 T-shirts** shipped with Toolboxes for school principals and online sales
- **1,000 instructional posters for schools** featuring the Six Slices of Parental Involvement

Digital Outreach - Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views

- Sponsor logo and recognition on Project Appleseed's website, selected landing pages and links to sponsors websites from the event website.
- Inclusion in our national e-mail newsletter Appleseed Today, Facebook posts, Tweets, press kits & releases, and web ads.
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California Department of Education:
2017 CalEdFacts

The California Department of Education encourages you to recognize Public School Volunteer Week: April 17-21, 2017. Public School Volunteer Week provides a yearly opportunity for schools and families to honor and highlight the powerful contributions parents and caregivers provide at school and home to support student success.

www.pusd.us/hr

#PUSDHR #StayintheKnow

Multi-Conference Sponsorship - Reach: 10,000 Attendees

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- National Association of Family Involvement in Education Conference 200
- National Title I Conference 3500
- National Association of Elementary School Principals Conference 4,000

Magazine for Handout & Direct Mail - Reach: 50,000 principals and parent leaders.

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National Parental Involvement Day™

Established in 1994 and held during the third Thursday in November with an estimated 3,000,000 observants

Platinum Sponsorship

National Parental Involvement Day Presenting Sponsor
Presenting Sponsor Package \$250,000

Presenting sponsor has the name of the corporation or brand attached to National Parental Involvement Day as exclusive presenting sponsor. Sponsor has permission to use all of Project Appleseed's branding in product merchandising and advertising - including the Parental Involvement Pledge compact and National Parental Involvement Day. Sponsor will be included as the event national chair plus these benefits:

School & Community Promotion & Engagement - Reach: 600,000 parents | Our Retail Value: \$630,000.00

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 2,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.

- **Company logo on 1000 T-shirts** shipped with Toolboxes for school principals and online sales

- **1,000 instructional posters for schools** featuring the Six Slices of Parental Involvement



Digital Outreach - Reach: E-mail - 94,000 Supt. & Principal, | Website - 130,000 Unique page views

- Sponsor brand and recognition on Appleseed's website, home page and a dedicated micro-site with links to sponsor's website.
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- National Association of Elementary School Principals Conference 4,000
- American Association of School Administrators Conference 1,800
- Association for Supervision and Curriculum Development Conference 11,000
- National School Public Relations Association Conference n/a

Magazine for Handout & Direct Mail - Reach: 50,000 principals and parent leaders.

- Full page ads in 25,000 hard copies of Appleseed Today magazine for schools

National Parental Involvement Day™

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Gold National Sponsorship

National Sponsor Package \$100,000

Our Gold Sponsor will be prominently displayed in all advertising and marketing. Project Appleseed will build the sponsor's visibility and recognize sponsor generosity. We offer approval on marketing integration, measure metrics and focus on a common message to parents and families. Sponsor will be included as an event national co-chair plus these benefits:

School & Community Promotion & Engagement - Reach: 300,000 parents | Our Retail Value: \$330,000.00

- **Free Parental Involvement Toolboxes for Schools!** A maximum of 1,000 Parental Involvement Toolboxes branded with your company's logo for use in schools.
- **Company logo on 500 T-shirts** shipped with Toolboxes for school principals and online sales
- **500 instructional posters for schools** featuring the Six Slices of Parental Involvement

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the national campaign for public school improvement

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