



# **NORTHSHORE**

## SCHOOLS FOUNDATION

### ***Sponsorship Proposal***

*The Northshore Schools Foundation raises funds and builds partnerships to fill in the gaps in support District priorities of academic excellence and success for all Northshore students, teachers and staff.*

We work to build partnerships between parents, community members and businesses that enhance the efforts of the district and that ultimately result in our students having the opportunity to achieve academic excellence in their lives.

Northshore Schools Foundation is a local 501 (c)(3) local non-profit, charity that serves students, children and teachers in the Northshore School District located in the communities of Bothell, Kenmore, Woodinville. They have received the Top Rated award from Great Non-Profits, are a Gold Participant on Guidestar, and were voted best local non-profit in the Best of Northshore three years in a row. . We are best known for removing barriers for learning for students experiencing crisis, enriching the educational experience for students, supporting teachers and making a meaningful contribution to public education and the community.

Formed in 1995, the Northshore Schools Foundation has granted over \$2.7 million dollars to our schools, funding programs and resources that benefit every student nearly every day during their school career.

#### **Northshore Schools Foundation**

13110 NE 177<sup>th</sup> Place B101-103

Woodinville 98072

[www.NorthshoreSchoolsFoundation.org](http://www.NorthshoreSchoolsFoundation.org)

[www.NorthshoreLegacy.org](http://www.NorthshoreLegacy.org)

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# NORTHSHORE

## SCHOOLS FOUNDATION

### Reach (December 2020 Statistics)

Serving more than 23,000 students and 17,000 families in Bothell, Kenmore and Woodinville, WA

Email Mailing list:	6888
Constituents and Supporters:	8000
Facebook:	2329 followers
Twitter:	553 followers
Instagram:	721 followers
Website page visits:	42175 annually
Weekly Vlog	1000 viewers weekly - average

### **Event Attendance:**

Fall Wine Event (Covid)	550 Local Community Members
All In for Kids Spring Event – Virtual	1000 Local Public Education Supporters
Gala	100 Local Public Education Supporters
Launch Day – Virtual	3000 high school students
Career Fair -Virtual	3500 middle school students
Career & College Readiness Fair	800 Northshore Families
Math Olympiad	400 Northshore Families
NSD Retiree Event	100 Educators and Families

### **Sponsor Levels**

\$20,000+	Empower Level	\$5,000+	Enrich Level
\$15,000+	Innovate Level	\$2,500+	Educate Level
\$10,000+	Impact Level	\$1,250+	Learning Level
\$7,500+	Inspire Level		

## 2021 Funding Priorities

Our Foundation continues to grow and stretch to meet the needs of our students. We have identified the following needs which we are diligently looking to fully fund. **Mission Delivery Goal \$2,128,900 Capacity Building Needs \$170,000**

<b>District &amp; Classroom Grants</b>	<b>Target Funds \$486,000</b>
Leadership Academies – Mid Career Professionals	\$24,000 annually
Curriculum Refresh Professional Development	\$30,000 annually
Equity & Diversity Materials Support	\$40,000 one time
Innovative Classroom grants	\$100,000 annually
Music & Art Curriculum Development	\$10,000 annually
NEW Schoolwide Granting Program	\$32,000+ annually
NEW Algebra by 8 <sup>th</sup> Grade for All	\$250,000 annually
<b>Removing Barriers</b>	<b>Target Funds \$1,350,000</b>
Homeless Student Services	\$40,000+ annually
Basic Needs Aid	\$160,000 annually
Opportunity Fund	\$500,000 annually
Scholarships for College Credits & Competitions	\$35,000 annually
School Supplies	\$25,000 annually
Musical Instrument Acquisition	\$40,000 annually
Threads & Treads	\$20,000 annually
School Lunch Debt	\$30,000 annually
NEW Housing Assistance	\$500,000 annually
<b>Building Skills For Life</b>	<b>Target Funds \$135,500</b>
Career Days – Junior Highs	\$25,000 annually
Adult Transition Program Job Training	\$6,000 annually
Hour of Code/ Girls Who Code	\$2,500 annually
Math Olympiad/ Science Olympiad	\$12,000 annually
Special CTE Projects or opportunities	\$50,000 Startup
2019-2021 Life Skill Emphasis	\$15,000 annually
Launch Day – Juniors & Seniors	\$25,000 annually
<b>Community Partnerships</b>	<b>Target Funds \$157,400</b>
Beyond the Book	\$5,000 annually
Memberships & Affiliations	\$2,400 annually
NEW Innovation Fund	\$150,000 startup
<b>Capacity Building</b>	<b>Target Funds \$170,000</b>
Program & Donor Support Staff	\$70,000 annually
Endowment Investment	\$50,000 annually
Resource Mapping Project	\$50,000 onetime

# All In for Kids Spring Event

## Event Overview

The annual All In for Kids Event has been an epic charity event in the Northshore [Bothell, Kenmore, Woodinville] Community, attracting more than 700 guests comprised of local parents, educators, business representatives, elected officials and community leaders for the past 20 years.

Traditionally comprised of two in person events on one day, a breakfast and lunch, the event was cancelled in 2020 and in 2021 – we are excited to take the event virtual. The event is scheduled for April 8, 2021 at 4:00-5:30pm

This year's event hosted online and live streamed is designed to be more accessible to a larger audience and will live permanently on our YouTube channel with the opportunity for it to be revisited for weeks, months and years to come.

This event will leave you inspired about the future of the next generation and connected to other stakeholders who share your commitment to being a part of a vibrant healthy community.

Your investment as a sponsor will not only provide students with much needed educational support but will also provide your business with exposure to over 700 local consumers and affiliate you with other dynamic educationally minded organizations.

Best sponsorship value will be achieved, when contracts are finalized by 2/8/2021

## **Presenting Sponsor - All in for Kids Event**

### **Enrich Level - \$5000 (1 available)**

#### **Pre-event Benefits**

- Sponsor name included in press release to local news (based on the date of contract)
- Sponsor name (Enrich Size) and logo included in press kit (based on the date of contract)
- Sponsor logo and link on All In for Kids Event page at [www.NorthshoreSchoolsFoundation.org](http://www.NorthshoreSchoolsFoundation.org) until December 2021.
- Sponsor logo and link included in (minimum of two) digital newsletter to Northshore Schools Foundation audience
- Dedicated Social media announcement showcasing sponsor (Facebook, Instagram, Linked In & Twitter)

#### **Event Benefits**

- Logo on virtual entry screen to event
- Public announcement during event thanking sponsor.
- Two slides with logo included during program.
- Full Color Logo – (Enrich size) included on Event materials.
- One complimentary seating for virtual table with 6-18 including 10 appetizer trays and 10 beverages.
- Opportunity to include giveaways to guest goodie bag

#### **Post Event Benefits**

- Sponsor logo included on event thank you card.
- Sponsor name included in press kit announcing results of event.
- Sponsor name included in (minimum of one) digital newsletter to Northshore Schools Foundation audience announcing results of events.
- Full Color Logo (Enrich Size) as Annual Sponsor in Annual Report
- 4 Complimentary - Wine Walk tickets (once we are connected again.)

## **Event Sponsor - All In for Kids Events**

### **Educate Level - \$2500 (6 available)**

#### **Pre—event Benefits**

- Sponsor name included in press release to local news (Based on date of contract)
- Sponsor name and logo included in press kit – Educate Size (based on the date of contract)
- Sponsor logo and link on All In for Kids Event page at [www.NorthshoreSchoolsFoundation.org](http://www.NorthshoreSchoolsFoundation.org) until December 2021.
- Sponsor logo and link included in (minimum of two) digital newsletter to Northshore schools Foundation audience.
- Dedicated Social media announcement showcasing sponsor (Facebook, Instagram )

#### **Event Benefits**

- Public announcement during event thanking sponsor.
- Two slides with logo included during program.
- Full Color Logo – Educate size included on Event material.
- One complimentary seating for virtual table with 6-18 including 5 appetizer trays and 5 beverages.
- Opportunity to include giveaways to guest goodie bag

#### **Post Event Benefits**

- Sponsor logo included on event thank you card.
- Sponsor name included in press kit announcing results of event.
- Sponsor name included in (minimum of one) digital newsletter to Northshore Schools Foundation audience announcing results of events.
- Full Color Logo (Enrich Size) as Annual Sponsor in Annual Report



## **Music Sponsor – All in for Kids Events**

**\$1500 – 1 available**

### **Pre-event Benefits**

- Sponsor logo and link on All In for Kids Event page at [www.NorthshoreSchoolsFoundation.org](http://www.NorthshoreSchoolsFoundation.org) until December 2021.

### **Event Benefits**

- Logo displayed during virtual music performance area.
- Public announcement during event thanking sponsor.
- One slide with logo included during program.
- One complimentary seating for virtual table with 6-18 spaces.
- Opportunity to include giveaways to guest goodie bag

### **Post Event Benefits**

- Special social post highlighting the music portion of the event and the sponsor.
- Sponsor name included in press kit announcing results of event.
- Sponsor logo included in printed annual report.
- Sponsor name included in (minimum of one) digital newsletter to Northshore Schools Foundation audience announcing results of events.

## **Table Sponsor – All in for Kids Events**

**\$1500 – 30 available**

### **Pre-event Benefits**

- Sponsor logo and link on All In for Kids Event page at [www.NorthshoreSchoolsFoundation.org](http://www.NorthshoreSchoolsFoundation.org) until December 2021.
- Social media announcement (Facebook, Twitter, Instagram & LinkedIn)

### **Event Benefits**

- Public announcement during event thanking sponsor.

- Two slides with logo included during program.
- Full Color Logo included on Event material.
- One complimentary seating for virtual table with 6-18 including 1 appetizer tray and 1 beverage.
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#### **Post Event Benefits**

- Sponsor name included in press kit announcing results of event.
- Sponsor logo included in printed annual report.
- Sponsor name included in (minimum of one) digital newsletter to Northshore schools Foundation announcing results of events.
- Opportunity to include giveaways to guest goodie bag
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## **Community Sponsor \$500 – All in for Kids Events**

#### **Event Benefits**

- Thank you slide with company name during
- Company name included on Event material.
- One complimentary seating for virtual table
- Opportunity to include giveaways to guest goodie bag

#### **Post Event Benefits**

- Sponsor name included in printed annual report.

# All In for Kids Event - Gala

## Event Overview

Our 2020 inaugural All In for Kids Gala was postponed and for safety reasons we are taking this year virtual.

Guests will be encouraged to register as a pod and enjoy the event in the comfort of our own home. Catered by Russell Lowell Catering you will enjoy a paired meal complete with local wine and beers and delicious desserts and a goodie bag for your kiddos.

Guests will be invited to walk the virtual red carpet to show off their formal duds, enjoy entertainment, take part in a silent auction, a raise the paddle and a few premium live auction items. A full no-host bar will be available for guests.

We are looking forward to hosting our community's top education philanthropists and helping students in a big way.

Gala will be held May 8, 2021 5:30pm-7:30pm

## **All in for Kids - Gala**

### **\$2500 Presenting Sponsor (1 available)**

#### **Pre-event Benefits**

- Sponsor logo and link on All In for Kids Gala page at [www.NorthshoreSchoolsFoundation.org](http://www.NorthshoreSchoolsFoundation.org) until December 2021.
- Sponsor logo and link included digital invitation to curated audience.

#### **Event Benefits**

- Public announcements during event thanking sponsor.
- Sponsor logo
- Full Color Logo – (Enrich size) included on Event material.
- Full color Logo included on Auction bid cards
- Complimentary attendance for 8 guests or 2 pods of 4

#### **Post Event Benefits**

- Sponsor name included in press kit announcing results of event
- Sponsor logo included in printed annual report
- Sponsor name included in (minimum of one) digital newsletter to Northshore Schools Foundation audience announcing results of events

### **\$1500 Table Sponsor**

#### **Event Benefits**

- Complimentary attendance for 6 guests
- Customizable Table name
- 3 additional bottles of premium wine or bubbles
- Public announcements during event thanking sponsor.

### **\$1000 Table Sponsor**

#### **Event Benefits**

- Complimentary attendance for 6 guests

- Customizable Table name
- Public announcements during event thanking sponsor.

## **\$500 Sponsor**

### **Event Benefits**

- Complimentary attendance for 2 guests
- Sponsor logo on event materials