

2015-2016

Supporting the Future



MCPS Institutional Partners Program

MONTGOMERY COUNTY PUBLIC SCHOOLS
Educational  Foundation, Inc.

2015-2016



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October 1, 2015

Dear Business Leader:

The Montgomery County Public Schools (MCPS) Educational Foundation (the Foundation) invites your participation in the MCPS Institutional Partners program. Institutional Partners sponsor MCPS events and agree to have part of their support directed toward the mission of the Foundation.

Partners have the opportunity for year-long exposure for their company's name and brand through inclusion on promotional materials for each signature event, listings on the MCPS Event websites, recognition as a Institutional Partner on the Foundation website, and a listing in the Foundation's annual Honor Roll of Donors.

Your dollars make a meaningful contribution to the Foundation's efforts to ensure all students have equitable access to the MCPS educational experience. Special attention is given to the needs of MCPS students who are underserved, underrepresented, or socially disadvantaged. Funds are used to support the acquisition and distribution of supplemental learning materials such as school supplies, toolkits, laboratory equipment, assistive learning devices, and out-of-class experiential learning opportunities.

Since 1989, the foundation also has awarded small grants to schools for innovative instruction, technology grants to extend the availability of school-based computer lab spaces into evening hours, and scholarships to MCPS graduating seniors.

Please take a moment to review the enclosed packet. We would welcome your partnership in this very worthwhile mission of supporting public education.

Sincerely,

Yolanda Johnson Pruitt

2015-2016 MCPS SIGNATURE EVENTS

These annual events engage MCPS constituencies in meaningful occasions that advance the mission of Montgomery County Public Schools. Sponsors are offered the opportunity to place their name and brand before a diverse audience of adults and children associated with America's 16th largest public schools system.

<p>College and Career Preparation Expo 1 p.m. – 4 p.m. MCPS families learn how to open a pathway to successful college experiences. Participants are offered the opportunity to meet representatives from various careers, colleges, universities, and scholarship organizations. Information is also available about financial aid and scholarship opportunities. This event is sponsored Montgomery County Public Schools, Montgomery College, and The Universities at Shady Grove.</p>	<p style="text-align: right;">Saturday, April 9, 2016 Montgomery College Bio Science Center, Germantown, MD Expected attendance: 500 – 1000</p>
<p>Are You Up to the Fifth Grade Challenge? 7 p.m. – 9 p.m. Local luminaries test their knowledge of facts from the MCPS Elementary curriculum. Winnings are distributed as small grants to highly impacted MCPS elementary schools. All proceeds from this event will help to enhance educational opportunities for MCPS students through the foundation's Grants to Schools Program.</p>	<p style="text-align: right;">Monday, April 11, 2016 AFI Silver Theatre and Cultural Center, 8633 Colesville Road, Silver Spring, MD 20910 Expected attendance: 200</p>
<p>MCPS Educational Foundation Celebration 6 p.m. – 9 p.m. The Foundation Board of Directors invites you to join them along with members of the Board of Education, business and county leaders, Institutional partners, to celebrate support and service to public education in Montgomery County.</p>	<p style="text-align: right;">Monday, May 16, 2016 Location to be Announced Expected attendance: 250 – 300</p>
<p>Summer Bike Incentive As an incentive for students in Grades Kindergarten through Grade 4 to attend two summer enrichment programs, as well as promote healthy lifestyles, we give away two bicycles (a male and a female bike) and helmets at each of the 25 program sites (50 bikes total). The Division of Title I and Early Childhood Programs and Services (DTECPS) will once again kick-off another summer of academic programming in Title I schools. These programs include Extended Learning Opportunities-Summer Adventures in Learning (ELO – SAIL) and Extended Learning Opportunities-Summer Title I Enrichment Programs (ELO – STEP). The programs are designed to increase student achievement and decrease summer learning loss while providing students with more than 150 additional hours of academic learning, at no cost. In addition, students receive free breakfast, lunch and transportation.</p>	<p style="text-align: right;">Summer 2016 Various MCPS Title I Schools Expected Attendance: 4,500</p>

Institutional Partners Opportunities for Promotional Exposure

Signature Events	Promotional Opportunities					
	Quick-notes E-Newsletter	Back pack Flyers	MCPS Bulletin Employee E-Newsletter	MCPS Website page views (annual)	MCPSEF Website	MCPSEF E-Newsletter
	30,000+	40,000+	24,000+	13 million+		28,000
College and Career Preparation Expo	✓	✓	✓	✓	✓	✓
Fifth Grade Challenge 2015*	✓	✓	✓	✓	✓	✓
MCPS Educational Foundation Event	✓		✓	✓	✓	✓

*Production is aired on MCPS iTV web and cable platforms five times following live performance. Partners are given on-air acknowledgement.

INSTITUTIONAL PARTNER ALLOCATIONS

MCPS Institutional Partners agree to direct a portion of their sponsorships toward the mission of the MCPS Educational Foundation and receive recognition in association with all five MCPS Signature Events.

Sample Allocations	Fund Distribution	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
	Mission	\$50,000	\$25,000	\$10,000	\$2,500	\$1,500	\$1,000
	Event 1	Title	Presenting	Platinum	Gold	Silver	Blue Ribbon
	Event 2			Gold	Silver	Blue Ribbon	Blue Ribbon
	Event 3					Blue Ribbon	Blue Ribbon
	Event 4						

To create a custom Partner Package call 301.279.3432

Sponsorship Descriptions

Event Sponsors receive year-long exposure for the company name on the foundation website (www.mcpsfoundation.org) and any event-specific web pages developed for the MCPS website (www.montgomeryschoolsmd.org) in addition to the specific sponsorships summarized in the chart below.

2014-2015 MCPS Signature Events Sponsor Package Descriptions					
Recognition	Title	Presenting	Platinum	Gold	Silver
Placement of Institutional banner at event	✓				
Speaking opportunity	on stage	✓			
Ad in souvenir program	back cover	inside cover	full page	1/2 page	1/4 page
Recognition from stage	✓	✓	✓	✓	✓
Include item in swag bag	✓	✓	✓	✓	✓
Placement of logo on all printed materials	✓	✓	✓	✓	✓
Placement of logo on e-promos	✓	✓	✓	✓	✓
Listing in souvenir program	✓	✓	✓	✓	✓
Name/ logo on MCPS event web page	✓	✓	✓	✓	✓
Name and logo on MCPSEF Website	✓	✓	✓	✓	✓
Listing in MCPSEF Honor Roll of Donors	✓	✓	✓	✓	✓



MCPS Institutional Partners Program

AGREEMENT

2015 - 2016

We wish to participate at the following partner level (please check one):

\$50,000 \$25,000 \$10,000 \$5,000 \$2,500 Other \$ _____

Payment Options*:

Check (enclosed) in the amount of \$ _____

*Please make your check payable to: **MCPS Educational Foundation or MCPSEF***

Credit Card --*please use our secure online form available at:*

www.mcpsfoundation.org/Partners_Sign_Up

Contact Name:		
Contact Title:		
Company Name:		
Address:		
City:	State:	ZIP:
Phone:	Mobile Phone:	
FAX:	E-Mail:	

**Your contribution is tax deductible as allowed by applicable laws.*

Return this form to: Montgomery County Public Schools Educational Foundation, Inc.

ATTN: Institutional Partners Program

850 Hungerford Drive, Room 149

Rockville, MD 20850