



**Empowering
Extraordinary**
2019-20 Campaign

SEDGEFIELD MIDDLE SCHOOL

Corporate Partnership Packages

Signature Sponsor - \$10,000 - LIMITED AVAILABILITY

Exclusive rights to serve as the signature sponsor for Sedgefield Middle School for the 2019-2020 school year
Feature on SMS News Channel, highlighting corporate partner commitment to school and community
Opportunity to give away company “swag” to students and families at select school event(s)
Signage around stadium score boards for baseball, football and basketball, limit one per/sponsor/venue
Prominent logo placement on all marketing materials with corporate sponsor logos
All Platinum sponsor benefits outlined below

Platinum - \$5,000

Three full-color signs (one on football field, one on baseball field, one in basketball gym)
Company logo and web link on PTO/Booster Club web site
Company recognition on social media pages, including Facebook, Instagram and Twitter
Company logo and Sedgefield Middle School spirit wear shirts, distributed to more than 600 students
Logo on thank you advertisement in Myers Park Life and Dilworth Life
Company logo on “Empowering Extraordinary” sponsorship banner hung prominently at school

Gold - \$2,500

Two full-color signs (1 on football field, 1 on baseball field)
Company logo and web link on PTO/Booster Club web site
Company recognition on social media pages, including Facebook, Instagram and Twitter
Company name listing on Sedgefield Middle School spirit wear shirts, distributed to more than 600 students
Listing in campaign thank you advertisement in Myers Park Life and Dilworth Life
Company listing on “Empowering Extraordinary” sponsorship banner hung prominently at school

Silver \$1,000

One full-color sign (1 baseball field)
Company listing and web link on PTO/Booster Club web site
Company name listing on Sedgefield Middle School spirit wear shirts, distributed to more than 600 students
Listing on thank you advertisement in Myers Park Life and Dilworth Life
Company listing on “Empowering Extraordinary” sponsorship banner hung prominently at school

ARE YOU READY TO EMPOWER EXTRAORDINARY?

Pay by check made out to SMS PTO mailed to Sedgefield Middle School, Attn. VP of Fundraising, 2700 Dorchester Place; Charlotte, NC 28209. You can also donate via PayPal by visiting smspto.org/fundraising

Funds raised through corporate donations are allocated 70% to SMS PTO / Capital and 30% to athletics, unless otherwise specified. The Sedgefield Middle School PTO is a registered 501(c)(3), Tax ID # 82-1698628. The Athletics (Hoplite) Club is a registered 501(c)(3), Tax ID #83-0955744.



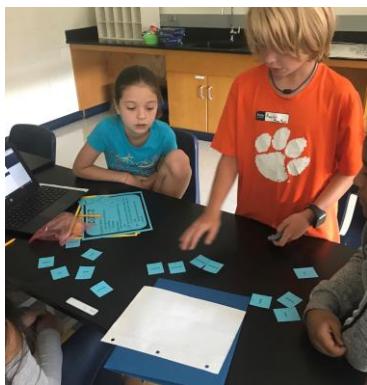
Empowering Extraordinary

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SEDGEFIELD MIDDLE SCHOOL

Making "Cents"

Your contribution to the Empower Extraordinary Campaign will help sustain, support and grow academic offerings, enrichment programming and athletic activities as Sedgefield Middle School. In addition to being recognized for your company's generosity in supporting our new neighborhood middle school, there are also tangible benefits through these specific marketing initiatives designed to elevate your brand and increase awareness among valuable target audiences – key influencers, community members, and new and existing clients.



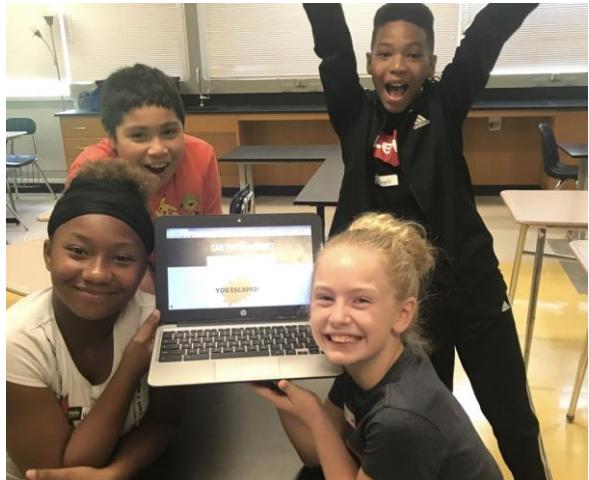
Where are the Empowering Extraordinary Dollars Going?

Your contribution will help fund three key areas:

- (1) Capital needs for the school: outdoor learning areas, facility enhancements, maker spaces and technology updates
- (2) PTO operating budget to support student academic and enrichment: teacher professional development, educational subscriptions, advanced teaching tools, after school clubs, field trips sponsorships to increase accessibility for all students, staff appreciation, and student academic and good citizenship recognition
- (3) Athletics and health activities for the students through the Hoplite Athletic Booster Club: Increased opportunities for student athletes to play sports – some for the first time – and resources to run concessions stands, maintain fields, provide sports equipment and uniforms, offer coach, teacher and student support, and maintain student health programs

Return On Investment

Your Sponsorship Dollars At Work



Community Sporting Events

The Sedgefield baseball field is also home to Dilworth Little League Juniors and Seniors baseball teams. Hundreds of families from the surrounding neighbors in South Charlotte and Center City attend on any given weekend during both fall and Spring baseball seasons.

During the 2019 – 2020 school year, the school will be the home to the Queen City Stars, the Premiere Girls Lacrosse Program in Charlotte. Premier Lacrosse practices will be held on campus at the school's football field nightly with more than a dozen games held throughout the season.

Home Team Advantage

Sedgefield will host approximately six home football games per year, drawing a variety of supporters, parents and students from Dilworth, Eastover, Myers Park and Sedgefield neighborhoods.

Home to the Sedgefield Spartan baseball team, the baseball field will host an estimated eight home games during the 2019 -2020 year, plus daily practice for student athletes.

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If you have any questions regarding your participation in the Empowering Extraordinary Campaign, please contact our campaign chairs Meredith Murchison or Lindsay Jones at smspto.fundraising@gmail.com.

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