



Creatively Making a Difference

Thursday, November 10, 2016
6 – 9 pm (doors open at 5:30 pm)
Makoy Center

2016 SPONSORSHIP PACKET

A fun and inspiring evening to benefit



Hilliard Education Foundation
Supporting Innovative Education

EVENT DETAILS



DATE: THURSDAY, NOVEMBER 10, 2016
TIME: 6 – 9PM (*DOORS OPEN AT 5:30PM*)
PLACE: MAKOY CENTER, 5462 N. CENTER ST,
HILLIARD, OH 43026

Join us for an Artful Autumn Evening as we celebrate our 4th Annual Engage in Education Event! It is an enlightening evening full of art, fun and inspiration that also offers a look into the visual and performing art programs of the Hilliard City School District. This event raises funds to support the Hilliard Education Foundation. Last year, this event attracted over 250 guests and raised more than \$30,000!

Guests will enjoy cocktails, dinner, and a silent auction as well as many art displays and performances, some of which you can engage with as well!

About the Hilliard Education Foundation

The Hilliard Education Foundation (HEF) helps students and teachers do more through grants and scholarships. Our primary mission is to support meaningful learning opportunities and innovative education programs that benefit **over 16,000 Hilliard City School students**.

Grants

Over **\$1 million** in grant funding has been dispersed to teachers and classrooms throughout the district to support innovative learning and student success.

Scholarships

Since 1989, HEF has awarded almost **\$275,000** to Hilliard City School students to support their higher education pursuits. Scholarships are provided by generous community donors who seek to help our graduates find success in college and beyond.

Innovative Education

HEF strives to be a valued partner by collaborating on District priorities like the McVey Innovative Learning Center (MILC). Through private donations and corporate grants, HEF was able to facilitate more than **\$75,000** in financial support for the MILC.





MARKETING REACH

Engage in Education has reach across digital; media, print and web platforms.

The event will be heavily promoted through:

- Dedicated E-mail Blasts
- Announcements and Blasts to the Hilliard City School District Community
- Social Media (Facebook, Twitter)
- Community Calendars
- This Week News

The reach of this exposure is:

- Website 10,000+ visits a year
- ThisWeek Newspaper 22,000+ distribution
- School District 1,100+ teachers plus all additional support staff
15,800+ students and families
- Social Media 6,000+ combined followers
- Newsletter 500+ subscribers

Website Presence

Engage in Education will have a dedicated page (hilliardeducationfoundation.org/engageineducation) where all participants, guests, and volunteers must visit in order to register for the event. Sponsor logos with hyperlinks to their sites are included in many sponsorship levels.

Social Media Outreach

As a sponsor, you will also benefit from social media outreach and marketing including dedicated Tweets and Facebook posts. Your social media team will be provided with an event hashtag and other social media tools to leverage your own participation.



SPONSORSHIP LEVELS



Sponsorship Level	Platinum \$5,000	Diamond \$2,500	Gold \$1,000	Silver \$500	Bronze \$300
Reservations	Table of 8 <i>(premier placement)</i>	Table of 8	Reserved seats for 4	Reserved seats for 2	Reserved seats for 2
Pre-Event Recognition					
Website Presence*	Logo and link	Logo and link	Logo	Listing	Listing
Social Media Promotion (Facebook, Twitter)	X	X	X		
Email Blasts	X	X			
Press Release	X				
On-Site Recognition					
Program Inclusion	Full Page <i>(premier placement)</i>	Full Page	Half Page	Quarter Page	Listing
Item in Goody Bags	X	X	X	X	X
Event Signage	X	X	X	X	
Recognized from Podium	X	X			
Post-Event Recognition					
E-newsletter	X	X	X	X	X
Thank You Email Blast	X	X	X		
Outgoing Press Release	X				

**For one year*





COMMITMENT FORM

Opportunities are limited. In order to secure your desired level of participation, please complete and return with payment as soon as possible. Commitments must be received no later than October 23, 2016 to guarantee fulfillment of sponsor benefits unless otherwise noted.

Contact Information

- Personal Gift Company Gift

Name for Recognition _____
(exactly as you would like to appear; please limit to either individual or organization name)

Contact Name _____ Title _____

Street Address _____

City, State, Zip _____

Phone _____ Email _____

Logos

Email color, high resolution logos and ads by October 30, 2016 to:
Info@HilliardEducationFoundation.org

Sponsorship Opportunities

- Platinum - \$5,000
- Diamond - \$2,500
- Gold - \$1,000
- Silver - \$500
- Bronze - \$300

Additional Opportunities

Partners Program Partner - \$5,000 or more*

Ads Full Page Program Ad -\$100
 Half Page Program Ad - \$75
 Quarter Page Program Ad - \$50
 Sponsor Ad Increase to Next Size - \$50

Donation General Donation \$ _____

Auction Silent Auction Donation

Description of item donated _____

Value of item donated \$ _____

Item will be mailed Item will need picked up

**We will contact you to discuss the details of your commitment.*

Payment Method

- Check enclosed (checks payable to Hilliard Education Foundation) Invoice
 MasterCard Visa American Express Discover

Credit Card # _____ Expiration Date: _____

Name on Card _____ CVV Code: _____

Signature _____ Date _____

PLEASE RETURN TO:
Hilliard Education Foundation
5323 Cemetery Road
Hilliard, OH 43206

FOR MORE INFORMATION:
Bobbi Mueller, President
Hilliard Education Foundation
(614) 921-4837
Bobbi.Mueller@HilliardEducation
Foundation.org

IMPORTANT DEADLINES
October 23 – Commitments Due
October 30 – Logo/Ad Due

