

# Rally to Save Our Schools!

Featuring: **Diane Ravitch  
Jitu Brown Sue Legg**

## Save Our Schools Rally Co-Sponsor Agreement

Save Our Schools KY (SOSKY) and \_\_\_\_\_ (Cosponsor), enter into this agreement freely and willingly on the \_\_\_\_ day of \_\_\_\_\_, 2018. The covenants of this agreement are as follows:

### The Event

The event is a non-partisan, pro-public education rally and will take place at Central High School in Louisville, KY on Thursday, October 18, 2018 beginning at 3:30 PM with various entertainment, speaking, booth exhibits, food trucks and festivities. Around 5:15 pm, guests will filter into the 1400-seat auditorium for the main speaking event, which will begin at 5:30 with local speakers and will continue at 6:00 with national speakers, including Diane Ravitch and Jitu Brown. The event will conclude with a Q&A of invited national speakers ending no later than 7:30 pm.

Set up begins at 1:30 PM and all exhibits must be cleared out by 6 PM. No teardown before 5 PM. Please check in at the volunteer sign in/will call table the day of the event. To arrange storage of materials before, during or after event, please contact Gay Adelman at 502-565-8397.

### Sponsorship Levels

#### \$200 - \$1000 In-Kind (No cash required)

- Grassroots Non-profits Only
- Mentions in press releases
- Table During Festivities
- Line listing on flyers and newspaper ads
- Line listing on banner on stage
- Logo on Website and Social Media (some banners and flyers as space allows)
- Free tickets, commensurate with sponsorship level, once all sponsorships have committed. (Deadline Sept. 28)



#### \$1000-4000 (Non-profit: Can Be 50/50 Cash/In-Kind OR Corporate Sponsorship: All Cash)

- Everything above, plus
- Logo on Banners, Flyers, Posters (as space allows)
- Medium Sized Logo on Banner on Stage
- Mentions on radio and tv appearances
- One Backstage Pass to Meet Diane and Jitu

#### \$4000 and Up (Non-profit: Can Be 50/50 Cash/In-Kind OR Corporate: All Cash) (Limit 3)

- Everything above, plus
- Large Logo on Banner on Stage (in order of value of sponsorship support)
- 5 minute Speaker slot during 5:30 – 6:00 pm window (non-profits only)
- Logo on Large Event Banner on Fence
- Premium Table During Festivities
- Logo on Banner On Front of Risers
- A Second Backstage Pass to Meet Diane and Jitu (Two total)
- Other opportunities as they develop

**Thursday, Oct. 18, 2018**

Central High School ~ 1130 W. Chestnut St. ~ Louisville

**Festivities Begin at 3:30 PM ~ Speakers Begin at 5:30 PM (in Auditorium)**

Visit [SaveOurSchoolsKY.org](http://SaveOurSchoolsKY.org) or call **502-565-8397** for more info.

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## The Sponsorship

Co-sponsor agrees to provide sponsorship (details below) for Save Our Schools Rally (event).

### Cash

\_\_\_ Cash donation of \$\_\_\_\_\_

### Premium Sponsors Only:

\_\_\_ Host of keynote local speaker (limit 3) including covering speaker's fees and transportation costs

### Membership touches:

(.01 per follower per post or email. Example: a post on a page with 5000 followers has a \$50 value)

### Qty.

\_\_\_ dedicated email blasts to \_\_\_\_\_ subscribers who represent mostly (members/subscribers/name other) \_\_\_\_\_ of the organization.

\_\_\_ posts on Facebook to \_\_\_\_\_ Followers/Group Members

\_\_\_ cross promotions of SOSKY posts to \_\_\_\_\_ followers

\_\_\_ tweets using appropriate handles and hashtags to \_\_\_\_\_ followers

\_\_\_ meetings where announcements and flyers will be distributed to \_\_\_\_\_ in audience

\_\_\_ space in printed newsletter, enewsletter, etc. \_\_\_ size of ad/article x \_\_\_\_\_ of subscribers

\_\_\_ Other \_\_\_\_\_

\_\_\_ Other \_\_\_\_\_

### Time and Talent:

(Skilled valued at \$75 per hour, Unskilled valued at \$25 per hour)

### Qty.

\_\_\_ volunteer hours leading up to event

    Skilled (please be specific) \_\_\_\_\_

    Unskilled \_\_\_\_\_

\_\_\_ Volunteers on day of event (must report to check in 15 minutes before start time)

\_\_\_ Oversight of specific event duties (parking, ushers, concessions, VIP attendants, table reservations, etc.)

\_\_\_ Other \_\_\_\_\_

\_\_\_ Other \_\_\_\_\_

\_\_\_ Other \_\_\_\_\_

\_\_\_\_\_ Cash + \$\_\_\_\_\_ In Kind =

**Total value of sponsorship \$\_\_\_\_\_**

Top 3 co-sponsors will receive top billing in addition to SOSKY, Dear JCPS and Network for Public Education for their role in the event. Cash donations carry more weight than in-kind donations. Value of each of the in-kind donations is subject to confirmation by SOSKY planning committee.

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## Credit To Sponsoring Organization

In exchange for this co-sponsorship, SOSKY agrees to provide co-sponsor with a commensurate value of the

following, depending upon space available, frequency of communications, and in proportion to the sponsorship level, shown above:

(To be completed by SOSKY Event Planning Committee once Sponsorship Value has been confirmed)

- Cosponsor's logo on banners, flyers leading up to and during event (as space allows)
- Table space at event:  Premium  Regular
- Tickets to speaking event in auditorium  Reserved  FCFS (\$\_\_\_\_\_ Value -- Calculated after sponsorship is evaluated)
- Mentions during speaking event
- Speaker Timeslot (5 minutes during the 5:30 – 6:00 PM window) (Limit 3)
- Backstage passes to meet with Diane and Jitu
- Logo on appropriate banner on stage behind speakers
- Logo on banner on track fence/in front of risers
- Shared Promotions on social media
- Mentions on Save Our Schools with Dear JCPS on Forward Radio
- Invitation to appear on Save Our Schools with Dear JCPS on Forward Radio

## Delivery (for donations of supplies, equipment, volunteer labor, communications)

Co-sponsor agrees that the initial items listed above will be delivered to SOSKY no later than \_\_\_\_\_, via (please provide details.) \_\_\_\_\_

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## Relationship

This agreement represents the only relationship between SOSKY and co-sponsor. No other relationship between the two entities exist, implied or otherwise.

## Signatures

Not valid without signatures of presidents of both organizations and receipt of cash component and first installment of sponsorship commitment. Should either organization fail to honor the terms of this agreement in a reasonable and timely fashion, their continued participation in the event could be terminated.

\_\_\_\_\_  
Gay Adelmann  
President  
Save Our Schools KY

\_\_\_\_\_  
Name: \_\_\_\_\_  
Title: President  
Organization: \_\_\_\_\_

Complete and email this form to [Rally@SaveOurSchoolsKY.org](mailto:Rally@SaveOurSchoolsKY.org). Thank you!

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