

EVERY DISTRICT
EVERY PUBLIC SCHOOL
EVERY *SINGLE* CHILD

SchoolsRule Event Sponsorship Menu
2019

SCHOOLS**RULE****MARIN**

WHO ARE WE?

SchoolsRule-Marine is a coalition of all Marin public school foundations working in partnership with the Marin County Office of Education to benefit every public school student in the County. Together with the communities and businesses of Marin, we can bridge the gap between state funding and what it actually takes to ensure that all students, in all of our schools, have access to the same high quality programs and the same opportunities for success.

WHO BENEFITS?

Directly - 36,054 children in Marin County Public Schools.

Indirectly - Whether you have kids in public school or not, every aspect of life in Marin improves when our public schools have the resources to do their job.

WHY SUPPORT SCHOOLSRULE?

At the heart of SchoolsRule-Marine lies two fundamentally important principles: the first is that all children, in all schools deserve the best possible educational opportunities, wherever they may live in our community; the second, is that we all have a collective responsibility to look beyond our neighborhoods and individual school districts, to ensure that all schools have the resources they need to fully meet the needs of their students.

IMPACT WILL BE FELT BY EVERY CHILD

Each October, SchoolsRule distributes funds on a per-student basis to the school foundations and school districts of Marin. **To date, SchoolsRule has distributed a total of nearly \$3.8 million of funds:**

- \$220,000 in 2012
- \$400,773 in 2013
- \$440,954 in 2014
- \$482,000 in 2015
- \$607,320 in 2016
- \$753,483 in 2017
- \$888,129 in 2018

*detailed distribution report attached.

HOW WILL THE MONEY BE USED?

All funds will be used in the areas of literacy, technology, the arts and health.

HOW ARE FUNDS DISTRIBUTED?

Funds are distributed yearly on a per-student basis to school foundations, and if no foundation exists serving a school, the funds will go directly to the school district.

Bolinas-Stinson School District, *Bolinas-Stinson School Foundation*

Dedication to Special Education

Dixie School District, *Can Do!*

Kentfield School District, *kik*

Lagunitas School District, *LEAP*

Larkspur-Corte Madera School District, *SPARK*

Mill Valley School District, *Kiddo!*

Nicasio School District, *Nicasio School Foundation*

Novato Unified School District, *School Fuel*

Novato Charter School

Reed School District, *The Foundation for Reed Schools*

Ross School District, *Ross School Foundation*

Ross Valley School District, *YES*

Ross Valley Charter School

Rural School Districts & MCOE : Laguna, Lincoln, Marin Community

School, Phoenix Academy

San Rafael City Schools, *HeadsUp*

Sausalito Marin City School District

Shoreline School District

Tamalpais Union High School District:

The Drake Fund

Tam High Foundation

The Redwood High Foundation

Tamiscal High School

San Andreas High School

Willow Creek Academy

PRESENTING SPONSOR



DIAMOND SPONSOR



PLATINUM SPONSORS



GRUBER FAMILY FOUNDATION

GOLD SPONSORS



Broad Family Fund

Anonymous

SILVER SPONSORS



Ruth & Robert Dell



FOUNDING PARTNERS



TABLE SPONSORS

Buck Institute for Education
 Mary Jane Burke
 College of Marin
 Dannis Woliver Kelley
 Delahunty Jannisse Hull CPAs
 Dominican University
 Greystone West
 Hennessy Funds

Marin Community Foundation
 Marin Association of Realtors
 Marin Sanitary Service
 Montecito Market Place
 Paula & Robert Reynolds
 The Seminary at Strawberry
 Bryan Thornton & Emily Uhlhorn

IN-KIND

Nugget Markets
 Garnet Vineyards
 Benoit-Casper Brewing
 Brooks Note Winery

Special thanks to the Marin County Fair, Department of Cultural Services, and Cultural Services Commission

A HISTORY OF *THE ENCHANTED CIRCUS*

In an unprecedented partnership with the Marin County Fair, SchoolsRule-Marin was the theme partner for the duration of the fair July 3-8, 2013. Throughout the fair, many exhibits, presentations, performances and contests celebrated the students and schools of Marin County.

On the eve of the fair, the first-ever fundraising gala benefitting all Marin County public schools was held in the Pavilion Tent. It was a night of enchantment, which drew 500 people and accolades from all who attended. Due to the success of the event and thanks to the generosity of the Marin County Fair and Cultural Services Commission, we've continued to hold this event annually at the same venue and it remains our primary fundraising event.

SCHOOLSRULE SEVENTH ANNUAL FUNDRAISING GALA

We are pleased to announce that SchoolsRule-Marin will be holding the seventh annual fundraising gala under the Pavilion Tent at the Marin County fairgrounds. The event is the signature fundraising event supporting public schools countywide.

EVENT DETAILS

SAVE THE DATE!

July 1, 2019 Pavilion Tent, Marin County Fairgrounds
10 Avenue of the Flags, San Rafael

5:30 p.m. - 6:30 p.m. – social hour

7:00 p.m. - 9:00 p.m. - sit-down dinner

Event Overview

Mark your calendar for a unique evening of food and fun for 500 guests, complete with a social hour, sit-down dinner and entertainment under the tent. Mary Jane Burke, Marin County Superintendent of Schools, will greet our guests as we enjoy student entertainment and a wonderful sit down dinner in a very festive atmosphere which includes inspiring information about SchoolsRule-Marin.



CORPORATE SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	Diamond \$50k	Platinum \$25k	Gold \$10k	Silver \$5k	Table \$3k
Event tickets	12	6	4	2	12
Logo Placement in the post-event Thank You ad run in the Marin IJ	Logo	Logo	Logo	Logo	Name Recognition
Name recognition in the Event ad in the Marin Center Magazine, Marin Magazine and the Marin IJ	x	x	x	x	
Name recognition in the printed and electronic event invitation and online event page	x	x	x	x	
Name recognition on posters at the event	x	x	x	x	
Logo Placement in the Business Sponsor ad in the Marin IJ run monthly April-Dec	x	x	x	x	
Logo placement on the SchoolsRule website Partner Page	x	x	x	x	
SchoolsRule Facebook, Twitter spotlight posting	x	x	x		
Acknowledgement by Mary Jane Burke at the event	x	x	x		
Featured Partner story on SchoolsRule website	x	x			
Logo included in the slide show featured at the main stage at the event	x	x			
Opportunity to speak at the event	x				
Front row table at the event	x				



SILVER SPONSOR - \$5,000

Sponsorship Benefits:

- Logo placement in Business Sponsor ads in the Marin IJ run from April-Dec. 2019 (27,000 print circulation)
- Name recognition in event Thank You ad in the Marin IJ post-event
- Name recognition in full-page event ad in Fair edition of the Marin Center Magazine (55,000+ direct mail readers; 5,000 distributed at fair gates; deadline is April 1st)
- Name recognition in full-page event ad in Marin Magazine (36,000 print circulation, 108,000 readership; deadline is April 1st)
- Name recognition in the printed event invitation (1,500 printed and distributed; deadline is May 1st)
- Name recognition in the electronic event invitation
 - Emailed to nearly 1,000 recipients from the SchoolsRule donor database.
 - Emailed to more than 17,000 Marin Center subscribers in an eBlast in June.
 - Posted on the SchoolsRule Facebook and Twitter pages and shared by our school foundations and partners reaching over 15,000 subscribers
- Name recognition on the event page on the SchoolsRule website
- Logo placement on the partner page on the SchoolsRule website through April 2020 with link back to your website
- Name recognition on posters at the event

Event Tickets: 2

GOLD SPONSOR \$10,000

Sponsorship Benefits:

All of the above PLUS

- SchoolsRule Facebook and Twitter spotlight posting
- Acknowledgement by Mary Jane Burke, Marin County Superintendent of Schools at the event

Event Tickets: 4



PLATINUM SPONSOR \$25,000

Sponsorship Benefits:

All of the above PLUS

- Logo included in the slide show featured at the main stage at the event
- Opportunity to be a Featured Partner on the SchoolsRule website

Event Tickets: 6

DIAMOND SPONSOR \$50,000

Sponsorship Benefits:

All of the above PLUS

- Opportunity to give a brief speech at the Event
- Front row table at the Event

Event Tickets: 12 (Full table)

TABLE PURCHASE \$3,000

We encourage all sponsors to consider also purchasing a table.

Benefits:

- Name recognition in the Marin IJ Thank You ad after the event
- Table signage at the event
- Event Tickets: 12 (full table)

Marin's seventh annual countywide fundraiser supporting all public schools
July 1, 2019 – 5:30 p.m. Pavilion Tent, Marin County Fairgrounds

We are pleased to support SchoolsRule-Marin!

Name: _____
Company: _____
Address: _____
Phone: _____
Email: _____

Sponsorship Levels

- \$50,000 – Diamond Sponsor, includes a table for 12
- \$25,000 – Platinum Sponsor, 6 tickets
- \$10,000 – Gold Sponsor, 4 tickets
- \$5,000 – Silver Sponsor, 2 tickets

Table Purchases

- Reserve ___ table(s) at \$3,000 per table (12 tickets)

Individual Event Tickets

- Reserve ___ ticket(s) at \$250 per ticket

Total Contribution: \$ _____

- Find a check enclosed made payable to SchoolsRule-Marin
OR
- Charge my credit card for the total contribution amount indicated above.
CC # _____ Ex. Date _____ CSV _____

Please return to:
SchoolsRule-Marin
c/o Marin County Office of Education
P.O. Box 4925
San Rafael, CA 94913

For more information, please contact us at 415-491-6659 or via email:
Trisha Garlock at trisha.garlock@schoolsrule.org or
Rebecca Caspersen at rebecca.caspersen@schoolsrule.org



ON OCTOBER 23, 2018 WE DISTRIBUTED \$888,129

HERE IS HOW THESE FUNDS WILL IMPACT EACH OF THE DISTRICTS IN 2018/19

Bolinas-Stinson Union School District: \$2,046.51

Bolinas-Stinson will use these funds to support the school library including the purchase of new books and to help students who cannot afford to purchase books during the annual book fair.

Dixie School District – Can Do! Education Foundation: \$47,777.29

Can Do! will use these funds to directly support the Environmental Science and School Garden programs at the three elementary schools and the lunchtime academic leadership and performing arts clubs at Miller Creek Middle School.

Kentfield School District – kik: \$29,359.64

Kentfield will use these funds for the Maker Space program at Kent Middle School and mindfulness classes at Bacich Elementary.

Lagunitas School District – LEAP: \$5,946.17

LEAP will use these funds to support the district wide music program which provides instruction, performance opportunities and no-cost take home instruments for children in grades 3-8.

Larkspur-Corte Madera School District – SPARK: \$36,699.80

SPARK will use these funds to provide English learner and literacy support, counseling support and music and art supplies, repair and replacement.

Mill Valley School District - Kiddo!: \$73,426.70

Kiddo! will use these funds to help pay for the Kindergarten dance program, extended library aide hours across the district and the replacement of kilns for the art program.

Nicasio School District – Nicasio School Foundation: \$1,007.74

Nicasio will use these funds for technology upgrades.

Novato Unified School District - School Fuel: \$180,937.66

School Fuel will use these funds to support elementary music and visual arts instruction. Funds will also be used to supplement library materials and hours at all schools as well as to support student led enrichment programs at all grade levels including the student newspaper, robotics club and green teams.

Novato Charter School - \$6,382.67

Novato Charter will use these funds to support art and music programs.

Reed School District – The Foundation for Reed Schools: \$34,450.56

Reed will use this money to fund innovation grants in the areas of technology, arts, health and literacy.

Ross School District – Ross School Foundation: \$9,084.42

The Ross School District will use these funds to support Music, Instrumental Band and Arts Programs for all grade levels K-8th.

Ross Valley School District – YES: \$49,465.14

YES will use these funds to completely fund and promote the Poetry Program.

Ross Valley Charter School: \$3,168.55

Ross Valley Charter School will use these funds to support literacy programs with a focus on English Language Learners.

Rural School Districts & MCOE – Laguna, Lincoln, Marin Community School, Oracle Independent Study, Phoenix Academy, Community Court: \$1,924.33

Funds will be used to support arts and technology programs.

San Rafael City Schools – HeadsUp: \$175,202.10

HeadsUp will use these funds to continue to offer music for every 1st - 5th grade elementary student; middle school after-school enrichment and peer support; and music support, college consultants, an athletic academic advisor and extended library hours at the high school.

Sausalito Marin City School District- Bayside MLK: \$3,089.72

Sausalito Marin City will use these funds to further support the arts program at Bayside MLK.

Willow Creek Academy: \$9,448.25

Willow Creek will continue to use the funds to support the middle school Music in Society class.

Shoreline Unified School District: \$11,808.84

Shoreline will use these funds to support the development of a student wellness center.

Tamaplais Union High School District: \$113,050.94 Total

- **The Drake Fund, \$28,434.77:** The Drake Fund will use these funds to continue to fund the Wellness Center and a new Peer Tutor program.
- **Redwood High School Foundation, \$43,704.30:** Redwood High School Foundation will use these funds to provide technology access for students who don't have it at home and multiple programs that address inequality in educational access including SOAR (Students Organized Against Racism) and English Language Development.
- **Tam High Foundation, \$37,621.50:** Funds will be used to establish a Success Network Co-Coordinator position who will work to close the achievement gap at Tam High by bringing all the stakeholders together to build a culture and system that is personalized for students, equitable in services, and collaborative in spirit and practice.
- **Tamiscal, \$1,954.80:** Funds will be used towards a guest speaker on anxiety and stress management for students and staff, instructional materials and laboratory supplies for classrooms, and yearbooks for socioeconomically disadvantaged students.
- **San Andreas, \$1,335.57:** Funds will be used to support school-wide wellness work and on and off campus community building activities.

Dedication to Special Education: \$93,851.94

Dedication to Special Education will use these funds to provide cutting edge education technology, student interventions and innovative classroom tools for special educators across school sites and districts countywide.

**EVERY ASPECT OF LIFE IMPROVES WHEN
OUR PUBLIC SCHOOLS HAVE THE
RESOURCES TO DO THEIR JOB**

ARE YOU IN?

WWW.SCHOOLSRULE.ORG