

## \$25,000 “Adopt a School Site” Sponsorship

- Presentation of Award Certificate at Board of Education meeting
- Video posting on District Facebook page promoting sponsorship
- Prominent banner placement at one After School program site
- Article in District-wide E-newsletter communication reaching 6,500 people
- Signage and booth space provided at Early Learning Expo District event (March 2019)
- Ability to distribute information at Early Learning Expo
- Mention in Facebook Event page
- Featured as Sponsor on our District website

## \$10,000 Gold Sponsor

- Logo visibility at one After School program site
- Sponsor mention in District-wide E-newsletter communication reaching 6,500 people
- Signage and booth space provided at Early Learning Expo District event (March 2019)
- Ability to distribute information at Early Learning Expo
- Mention in Facebook Event page
- Featured as Sponsor on our District website

## \$5,000 Silver Sponsor

- Presence and ability to provide materials for distribution at Early Learning Expo District event (March 2019)
- Mention in Facebook Event page
- Featured as Sponsor on our District website

## \$2,500 Bronze Sponsor

- Mention in Facebook Event page
- Featured as Sponsor on our District website

*“My child really appreciates the help with homework and exposure to new and exciting activities. The extended hours After School make a big difference in my ability to work and provide for my family.”*

— Sonia Chavez, FMSD Parent

For more information, please contact Yelitza Pena, Director of Community Relations at (408) 283-6259 or [yelitza.pena@fmsd.org](mailto:yelitza.pena@fmsd.org).



**Franklin-McKinley  
School District**

PREPARING ALL CHILDREN AS GLOBAL LEARNERS

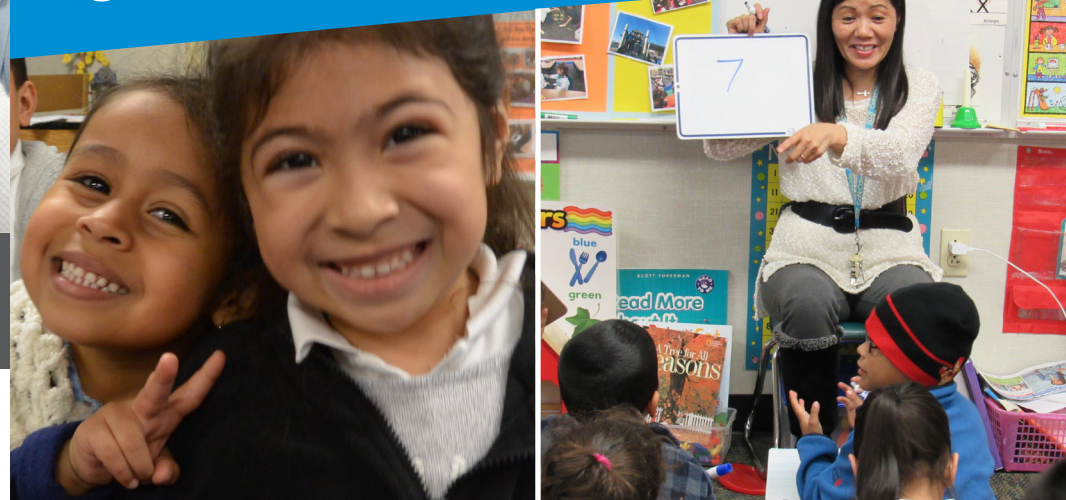


**Franklin-McKinley  
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PREPARING ALL CHILDREN AS GLOBAL LEARNERS



# CORPORATE CHALLENGE



**SUMMARY and SPONSORSHIP OPPORTUNITIES**

## Our After School Programs

With many parents working long hours and encountering difficult commutes, the support of an after school program is critical for working families in our school community. Students benefit from academic support in key school subjects, socialization, and creative exploration. STEAM stands for Science, Technology, Engineering, Art, and Mathematics. It is an approach which coordinates elements from all of these branches in order for students to explore topics of interest.

STEAM is used as an enrichment component with activities that range from quick science experiments to more elaborate projects such as design competitions. The program helps students explore, and learn about STEAM and their related careers through quality instructional time.

Franklin-McKinley School District partners with Catholic Charities' CORAL program to provide after school support at 15 of our school sites. Catholic Charities has been a partner of the Franklin-McKinley School District since 2003 and has served over 1,500 students to date.

## About the Franklin-McKinley School District

Franklin-McKinley School District is a community of learners. We are committed to equitable outcomes for all students, and facilitate opportunities for all students to have high aspirations and gain the knowledge, skills, and dispositions needed to thrive in a global society.

Our mission is to ensure all 8th grade student graduates have the skills and knowledge to be ready for a college preparatory curriculum in high school. They all will have the ability to pursue a program preparing them for university and/or careers and lifelong learning.

We serve approximately 7,500 students ranging from Transitional Kindergarten to 8th grade at 16 schools in the city of San Jose, CA. Over 76% of our students qualify for a free or reduced lunch.



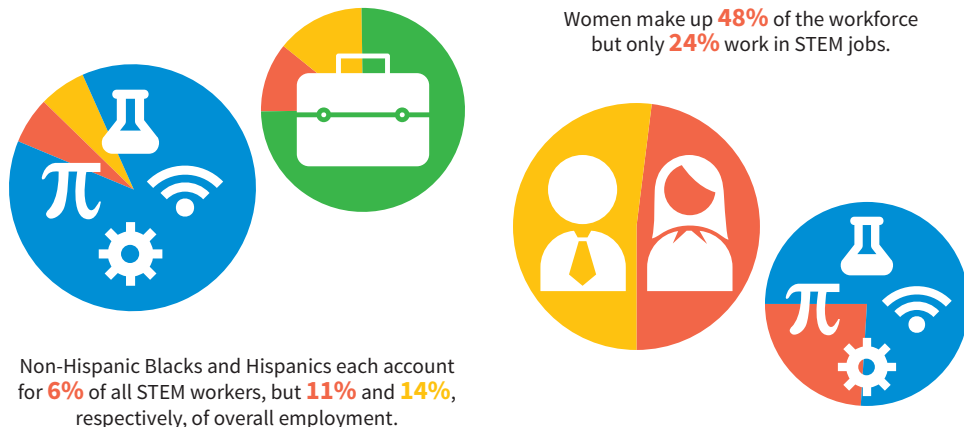
*"We are preparing our students to become the next generation of Silicon Valley entrepreneurs and innovators. STEAM and after school support are key to making this happen."*  
— Superintendent Juan Cruz

## Sponsorship Levels and Benefits

The District is honored to invite local corporations and businesses to sponsor and support our after school programs. Here are a number of sponsorship opportunities for your consideration. We welcome the opportunity to discuss these opportunities with you and develop a customized package. Thank you for your support.

### \$50,000 Platinum Sponsor

- Speaking role at Corporate Challenge Campaign launch
- Award Presentation at annual District Partner lunch (Jan/Feb 2019)
- Recognition Display in District office lobby during the 2018-2019 school year
- Presentation of Award Certificate at Board of Education meeting
- Video posting on District Facebook page promoting sponsorship
- Prominent banner placement at two After School program sites
- Article in District-wide E-newsletter communication reaching 6,500 people
- Signage and booth space provided at Early Learning Expo District event (March 2019)
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Increasing access to and representation of **women and minorities** in STEM fields is necessary to increase their opportunities to participate in today's economy.

