



Cabarrus County  
Education Foundation

# Investment Opportunities





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## OTHER WAYS TO SUPPORT

### Become a Reading Mentor Company

Reading is the most basic foundational skill for learning. Being proficient in reading by the end of third grade is a critical milestone for future student achievement and lifetime success. As a company, encouraging your employees to give 1 hour weekly during work hours to build a relationship with a student and increase reading skills helps to ensure our future workforce can meet your business needs.

### In-Kind Drives for Employees

Students need what many would consider the most basic tools to succeed in the classroom. Not having the right school supplies or even dignity items like toothbrushes, soap, shampoo, underwear, etc. are a hinderance for students to attend school.

### Employee Giving Program & Company Matching Program

Workplace giving is a company-sponsored program that provides its employees with the opportunity to financially support nonprofit organizations. Through workplace giving, employees can make charitable donations to the nonprofits they care about. Your company makes the impact even greater by matching a percentage of donations to the Education Foundation.

### Provide In-Kind Services to CCEF

Just as with any company, CCEF needs expertise in areas such as Accounting, Human Resources, Marketing, Legal, Information Technology, etc. to help bring our programs to fruition. With in-kind donation of services, we are able to keep our costs down and direct more funding to our programs.

**There are so many possibilities! If you are interested in thinking outside the box, contact us and let's talk about possibilities.**

## STAY CONNECTED



[ccefnc.org](http://ccefnc.org)



[@ccefnc](https://www.facebook.com/ccefnc)



[@cabccef](https://twitter.com/cabccef)



Cabarrus County  
Education Foundation



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# CCS STUDENT & STAFF EVENTS

## CCS TEACHER OF THE YEAR AWARDS CEREMONY

No one is more important to student achievement than the classroom teacher. And this event recognizes the amazing efforts of our teachers who positively impact their students, schools and communities alike. Each school selects their Teacher of the Year (TOY) and through a rigorous selection process, the CCS Teacher of the Year is announced during the recognition ceremony.



Date:  
April 2022

### Sponsorship Levels

Awards Sponsor	\$1,000
Gold Apple	\$500
Silver Apple	\$250
Bronze Apple	\$100

### Awards Sponsor

- Social Media Boosted post recognizing sponsorship
- Company logo promoted on CCEF and CCS TOY webpages and social media
- Recognized at the event as an Awards Sponsor
- Recognized on TOY printed materials
- Verbally recognized during and after event in several CCS communications
- Recognized as a CCEF program sponsor at the Silver level\*

### Gold Apple

- Verbally recognized during and after event in several CCS digital communications
- Company logo recognition on TOY printed materials
- Company logo promoted on CCS TOY webpage and scrolled on TV in Human Resources
- Shout out on official social media channels (Facebook, Twitter & LinkedIn)
- Recognized as a CCEF program sponsor at the Bronze level\*

### Silver Apple

- Company logo recognition on TOY printed materials
- Company logo and sponsorship level scrolling on TVs in Human Resources
- Social media shout outs (Facebook, Twitter & LinkedIn)
- Recognized as a CCEF program sponsor at the Pewter level\*

### Bronze Apple

- Company name on TOY printed materials and CCS TOY webpage
- Social media shoutout (Facebook, Twitter & LinkedIn)
- Recognized as a CCEF Contributor\*

## A Word from the Board Chair

Cabarrus County Schools are the backbone of our great community. Cabarrus County has become the 10th largest county in North Carolina and is also one of the fastest growing. With almost 34,000 students, Cabarrus County ranks as the 8th largest district in the state. Surprisingly, Cabarrus County receives one of the lowest funding levels per student in the state.

This is where we come in. The Cabarrus County Education Foundation (CCEF) raises money to fund unmet needs as we plant the seeds for our future workforce and create tomorrow's leaders.

Since its inception, CCEF has provided over \$500,000 to the schools. Moreover, CCEF has developed indirect support for the district through many volunteer hours and organizational in-kind donations.

Our community has always been supportive of our schools but today it is even more critical. To keep our schools and our community at the top, our goal is to continue providing for the teachers and students in the areas that the school district can't.

Can you please help us support these needs? This brochure details the programs and events you can support through the Cabarrus County Education Foundation. Please consider one of these opportunities or if you have another idea to support a critical need, please let us know.

MERL HAMILTON  
BOARD CHAIR

“No other investment yields as great a return as the investment in education. An educated workforce is the foundation of every community and the future of every economy.”

~ Brad Henry





# ABOUT CCEF

The Cabarrus County Education Foundation connects the community and its resources with the Cabarrus County Schools’ (CCS) teacher, student and school needs in pursuit of the highest level of academic excellence.

These connections help as we strive to plant the seeds for our future workforce and create tomorrow’s leaders. We do this through our four core values:

- ◆ Support student achievement by funding creative and innovative learning opportunities
- ◆ Connect our business community and schools
- ◆ Inspire our educators to be the best in their classrooms
- ◆ Build a community that supports and advocates for CCS

We do these things because when our teachers feel valued and supported by an involved community, they instill a passion for learning in their classrooms where students thrive.

And this is CCEF’s calling!

43

Number of schools within Cabarrus County Schools

1 Pre-K  
20 Elementary  
8 Middle  
11 High Schools  
1 School of the Arts (K-8)  
1 Virtual Academy (K-12)  
1 CCS Opportunity (6-12)

108

Cabarrus County Schools (CCS) ranks at the bottom for expenditure per student in North Carolina, ranking at 108 out of 115 districts

33.9K

The number of students in Cabarrus County Schools, which is the 8th largest school district in North Carolina

36.0\*

Percentage of students who qualify for free or reduced price meals in Cabarrus County Schools

\* estimated due to 7 schools participating in Community Eligibility School program

2,400

Number of CCS Teachers

# CCS STUDENT & STAFF EVENTS

## CCS SCIENCE FAIR SHOWCASE

CCS students shine their science knowledge with these amazing hands-on science projects. Winning projects from each school are presented this night to the community. Local businesses are invited to preview the projects, prepare our students for their interviews at the Regional Science Fair Competition and select an industry winner.



Date:  
January 13, 2022  
Harold E. Winkler Middle School

### Sponsorship Levels

Bronze	\$500
Pewter	\$250
Friend	\$100

### Bronze

- ◆ Company logo and name on Showcase program and event materials
- ◆ Recognized during event as a sponsor
- ◆ Invitation to be a business judge at the event –previewing student projects and selecting and awarding “best of” projects
- ◆ Post-event recognition by CCS district communication channels including website and social media.

### Pewter

- ◆ Company logo and name on Showcase program and event digital and printed materials
- ◆ Recognized during event as a sponsor
- ◆ Invitation to be a business judge at the event –previewing student projects and selecting and awarding “best of” projects

### Friend

- ◆ Company name on Showcase program
- ◆ Recognized during event as a sponsor
- ◆ Invitation to be a business judge at the event—previewing student projects and selecting and awarding “best of” projects



# CCS STUDENT & STAFF EVENTS

## CCS ARTS FESTIVAL

In celebration of Youth Art Month, CCS spotlights the incredibly talented artists in our schools. The CCS Arts Festival showcases both the visual and performing arts at the Festival held on Union Street in Downtown Concord. Live performances will be showcased throughout this family-friendly festival. The night is capped off with an awards ceremony. It is a great night celebrating the arts!

### Sponsorship Levels

Gold	\$2,500
Silver	\$1,000
Bronze	\$500
Pewter	\$250



- Gold** Exclusive opportunity for presenting sponsor to be recognized with pre-event marketing including press release and logo on digital and print materials, opportunity to welcome festival attendees, event banner with your logo, an opportunity for a marketing booth during festival, and post-event recognition by CCS district communication channels including website, social media and Channel 21.
- Silver** Recognized with pre-event marketing including logo on digital and print materials, announcement recognizing sponsorship at event and the opportunity to host a marketing booth during the festival, and post-event recognition by CCS district communication channels including website, social media and Channel 21.
- Bronze** Recognized with pre-event marketing including name on digital and print materials, announcement recognizing sponsorship at event, the opportunity to host a marketing booth during the festival, and post-event recognition by CCS district communication channels including website and social media.
- Pewter** Recognized with pre-event marketing on digital materials, announcement recognizing sponsorship at event, the opportunity to host a marketing booth during the festival, and post-event recognition by CCS district communication channels including website and social media.



## PARTNERS IN EDUCATION ANNUAL FUND



By supporting the Partners in Education Annual Fund, CCEF can direct your donation to the greatest need. This opportunity helps support our current programs which are highlighted on the following pages and also allows us to respond to district needs that arise. Recognition levels parallel program support levels but provide year-round benefits.

In the last two years, funds in this program have covered early program development costs for our new Reading+Mentoring 4 Success program and provided funding for new digital teaching tools to assist students' learning during the pandemic.

## PARTNERS IN EDUCATION RECOGNITION

### \$10,000 Vision Builder

- ◆ Logo/Name on website homepage
- ◆ Gold sponsor for CCEF programs
- ◆ Double booth at Cabarrus County Career Connections Day (optional)
- ◆ Table (8 seats) at Partners in Education Lunch
- ◆ Logo/Name in CCEF newsletters
- ◆ Logo/Name promoted on social media
- ◆ Logo & Link (if applicable) on donor listings

### \$5,000 Community Builder

- ◆ Logo/Name on website homepage
- ◆ Silver sponsor for CCEF programs
- ◆ Single booth at Cabarrus County Career Connections Day (optional)
- ◆ Table (8 seats) at Partners in Education Lunch
- ◆ Logo/Name in CCEF newsletters
- ◆ Logo/Name promoted on social media
- ◆ Logo & Link (if applicable) on donor listings

### \$2,500 Talent Builder

- ◆ Logo/Name on website homepage
- ◆ Bronze sponsor for CCEF programs
- ◆ Single booth at Cabarrus County Career Connections Day (optional)
- ◆ Table (8 seats) at Partners in Education Lunch
- ◆ Name in CCEF newsletters
- ◆ Name promoted on social media
- ◆ Name listed on donor listings

### \$1,000 Scholar

- ◆ Logo/Name on website homepage
- ◆ 6 seats reserved at Partners in Education Lunch
- ◆ Name promoted on social media
- ◆ Name listed on donor listings

### \$500 Mentor

- ◆ 4 seats reserved at Partners in Education Lunch
- ◆ Name promoted on social media
- ◆ Name listed on donor listings

### \$250 Public School Friend

- ◆ 4 seats reserved at Partners in Education Lunch
- ◆ Name promoted on social media
- ◆ Name listed on donor listings



# CCS STUDENT & STAFF EVENTS

## CABARRUS COUNTY CAREER CONNECTIONS (C4) DAY

Held in partnership with Cabarrus County and Kannapolis City Schools, the Cabarrus County Career Connections Day is no ordinary career fair. It is an interactive hands-on day where students can explore potential careers, interact with local employers and hear dynamic speakers prepare them for the workforce. High school juniors and seniors from both districts are invited to attend this exciting event that will help them see their future and prepare for it!



April 5, 2022  
8:00am-12:00pm  
Cabarrus Arena & Events Center



### Sponsorship Levels

Gold (exclusive)	\$2,500
Silver (limited)	\$1,000
Bronze	\$500
Pewter	\$250
Booth	\$100

- Gold** Presenting Sponsor recognition at event, 400 sq. ft. booth\*, company logo on student drawing bag, and marketing benefits package\*\*
- Silver** Career Chat Session sponsor at event with signage, 300 sq. ft. booth\*, company logo on student drawstring bag and marketing benefits package\*\*
- Bronze** 200 sq. ft. booth\*, company logo on student drawstring bag and marketing benefits package\*\*
- Pewter** 100 sq. ft. booth\*, name on general sponsor sign and 2 social media shout outs
- Booth** 100 sq. ft. booth

All Booths include company placard and NOW HIRING placard (if applicable)

\*For each 100 sq. ft. of booth space, the following items are included: 1 table, 2 chairs, 1 internet connection and 1 electrical plug

\*\*Marketing benefits package will include event webpage recognition, onsite announcements, and printed and digital recognition on event materials

## CCEF PROGRAMS & EVENTS

- CABARRUS LINK
- CLASSROOM GRANTS
- READING+MENTORING 4 SUCCESS
- PARTNERS IN EDUCATION LUNCH
- GAME OF GAMES NIGHT

## CCS STUDENT & STAFF EVENTS

- CABARRUS COUNTY CAREER CONNECTIONS DAY
- CCS ARTS FESTIVAL
- CCS SCIENCE FAIR SHOWCASE
- CCS TEACHER OF THE YEAR AWARDS CEREMONY





# CCEF EVENTS



We're inviting the whole community to a Mardi Gras/Carnival celebration! It's a fun-filled night of casino games, music and food that will benefit the students of Cabarrus County Schools.

Step up to the blackjack, poker, craps and roulette tables or samba over to the Sambodromo to dance the night away. Take your winnings and enter the raffles to win amazing prizes. Keep your energy level up by refreshing with some hors d'oeuvres and beverages. Also new this year, join us for the Mardi Gras dinner prior to the event as we indulge in wonderful New Orleans/South America to put us in a festive mood.

February 26, 2022  
7:00-11:00pm



## Sponsorship Levels

### Royal Court (exclusive opportunity)

Includes 4 event tickets, \$30,000 play cash, 4 dinners & 4 liquor packages.

### King & Queen (limited opportunities)

Includes 4 event tickets, \$20,000 play cash and 2 liquor & 2 beer & wine packages.

### Jester (limited opportunities)

Includes 2 event tickets, \$20,000 play cash and 1 liquor & 1 beer & wine package.

### Party Crewe (limited opportunities)

Includes 2 event tickets, \$15,000 play cash and 2 premium beverage tickets.

### Crewe Table

Includes 2 event tickets, \$15,000 play cash and 2 premium beverage tickets.

### Individual Ticket

Includes 1 event ticket, \$5,000 play cash, 1 raffle ticket and 1 limited beverage ticket.

\* Discounted prize based on in-kind prize donation valued at \$500 (Royal Court), \$200 (King & Queen) or \$100 (Jester, Party Crewe & Crewe Table)

	Full Cash	Discount*
Royal Court	\$3,000	\$2,500
King & Queen	\$1,000	\$750
Jester	\$500	\$400
Party Crewe	\$350	\$250
Crewe Table	\$350	\$250
Individual Ticket	\$75	

# CCEF PROGRAMS

## CABARRUS LINK

Cabarrus LINK takes teachers' innovative ideas to a new level by partnering a local business with the school to transform the idea into a real-world experience for students. Local businesses bring their expertise and time to assist with the project that helps students explore careers, build technical skills and practice professional skills.

Students have:

- Designed and built sound booths for 8th graders to use in recording "What Matters to Me" podcasts
- Designed and programmed "temperature seeking" robots to be used in search and rescue missions,
- Created and published "The Real Cox Mill High School" blog in the local newspaper.

Projects receive funds to be used toward project implementation. Project ideas are presented to a panel of judges at the Showcase and one idea is selected to receive a \$500 funding bonus.

## Cabarrus LINK Sponsorship Levels

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

## CLASSROOM GRANTS

Teachers have Great Ideas! Often these great ideas go unrecognized in the classroom due to a lack of resources. That is where you come in! You can help provide them the tools they need to teach and inspire our CCS students.

Past classroom grants included robotics, a study of the NC Seashore and even an Engineering/Design project for portable sheds.

Teacher requests typically range from \$500-\$750. Please support one, or more, great ideas by investing today.

## Classroom Grant Sponsorship Levels

Platinum	\$5,000
Gold	\$2,500
Silver	\$1,000
Bronze	\$500
Pewter	\$250





# CCEF PROGRAMS

## READING+MENTORING 4 SUCCESS

The biggest predictor for a student’s academic success is their ability to read proficiently by the end of 3<sup>rd</sup> grade so they can transition from **learning to read to reading to learn**. Currently, only 51% of Cabarrus County School 3<sup>rd</sup>-5<sup>th</sup> grade students score college- and career ready on End-of-Grade test indicating they are prepared for the next grade level. To support Cabarrus County future workforce needs, myFutureNC has identified the need to increase 3<sup>rd</sup>-8<sup>th</sup> grade reading proficiency from 50% to 73%.

The Reading+Mentoring 4 Success program targets increasing reading proficiency through a three-prong approach based on the latest “Science of Reading” research:

- ♦ implement a community-based reading mentors program for K-3 striving readers
- ♦ Motivate pleasure reading through a literacy-targeted rewards program
- ♦ Assist students to build a home library with materials they enjoy reading

Students not reaching this third grade milestone struggle throughout their entire academic career as 73% of them never catch up. They are also 4-6 times more likely to drop out of high school. These students are at greater risk of being unemployed, rely more on social services and charities, have poorer health and an increased chance to turn to crime.

Ensuring we set our CCS students on a pathway to success is what this program strives to do.

### Reading+Mentoring 4 Success Sponsorship Levels

Platinum	\$5,000
Gold	\$2,500
Silver	\$1,000
Bronze	\$500
Pewter	\$250

## CCEF PROGRAM SUPPORT RECOGNITION

### \$5,000 Platinum Sponsor

- ♦ Logo/Name on program webpage
- ♦ Name promoted on social media boosted ad
- ♦ Logo promoted on specific program activities
- ♦ Logo recognized in CCEF Newsletter
- ♦ Logo & Link (if applicable) on donor listings

### \$2,500 Gold Sponsor

- ♦ Logo/Name on program webpage
- ♦ Name promoted on social media
- ♦ Logo recognized at specific program activities
- ♦ Logo recognized in CCEF Newsletter
- ♦ Logo & Link (if applicable) on donor listings

### \$1,000 Silver Sponsor

- ♦ Name recognized on program webpage
- ♦ Name recognized at specific program activities
- ♦ Name recognized in CCEF Newsletter
- ♦ Listed on donor listings

### \$500 Bronze Sponsor

- ♦ Name on program webpage
- ♦ Name recognized at specific program activities
- ♦ Name recognized in CCEF Newsletter
- ♦ Listed on donor listings

### \$250 Pewter Sponsor

- ♦ Name on program webpage
- ♦ Logo recognized at specific program activities
- ♦ Name recognized in CCEF Newsletter
- ♦ Listed on donor listings

## CCEF Events



### PARTNERS IN EDUCATION ANNUAL LUNCH

We truly believe there is no better investment than education to build the foundation of both our community and our future economy. The lunch brings together 200+ business leaders and community members to celebrate the impact we have made together as we prepare our students to succeed not only in the classroom, but also in their future as employees, business owners and productive citizens. During this lunch, attendees will hear stories from teachers and students impacted by our programs, hear about our future plans and much more!

October 28, 2021, 11:30am-1:00pm  
Cabarrus Arena & Events Center

### Sponsorship Levels

Presenting Sponsor	\$2,500
Table Sponsor	\$500
Family & Friends Sponsor	\$250



### Presenting Sponsor

- Preferred seating for eight to attend the PiE Lunch
- Sponsorship listing on Foundation website and social media
- Sponsorship listing on Pre-Event Slideshow
- Special recognition at the event

### Table Sponsor

- Preferred seating for eight to attend the PiE Lunch
- Sponsorship listing on Foundation website and social media
- Sponsorship listing on Pre-Event slideshow and Event Program
- Special recognition at the event

### Family & Friends Sponsor

- Seating for four to attend the PiE Lunch
- Sponsorship listing on Pre-Event slideshow and Event program
- Special recognition at the event

