



Business Sponsorship Program at Rainbow Community School: FAQs

Supporting the local economy & reaching new clients

What are the options for promoting my business through the community?

There are four levels of sponsorships, ranging from \$500-\$5,000 with various benefits related to each opportunity. The choice depends on your business development goals and how ambitious you would like to be with the funds available for marketing and promotion. For details about each sponsorship level, please see the Sponsorship Overview page at the end of this packet.



Contact Sara Stender
Fundraising Manager
252-269-2563
Sara.stender@rainbowlearning.org

Is my sponsorship donation tax-deductible?

Yes. Rainbow Community School (RCS) is a non-profit 501(c)3 organization and gifts are tax-deductible to the full extent allowed by law.

I would like to be a sponsor but we have already allocated this year's budget. Can I pull from next year's budget and make my payment in the beginning of the next calendar year?

Yes, we ask that you complete the pledge as soon as possible. Please make your payment within the first month of the new calendar year.

How can I pay for the sponsorship?

You may pay in full by credit card, PayPal or check. You also have the option to set up two payments. We can start promoting your business upon receipt of your first payment. Some sponsors combine cash payment with in-kind services and products that Rainbow would otherwise need to purchase.



Website **Become a Sponsor Now!**

- Go to: www.rainbowlearning.org
- Click on the "Partnerships" tab, then click "Become a Sponsor".
- Click orange "Become a Sponsor Now!" button to pay by credit card via PayPal.

Billing

- Visit Margaret in the business office (located next to the 3rd grade) or contact her at:
 - 828-258-9264 (ext 125)
 - margaret.gerleve@rainbowlearning.org



Check/Cash

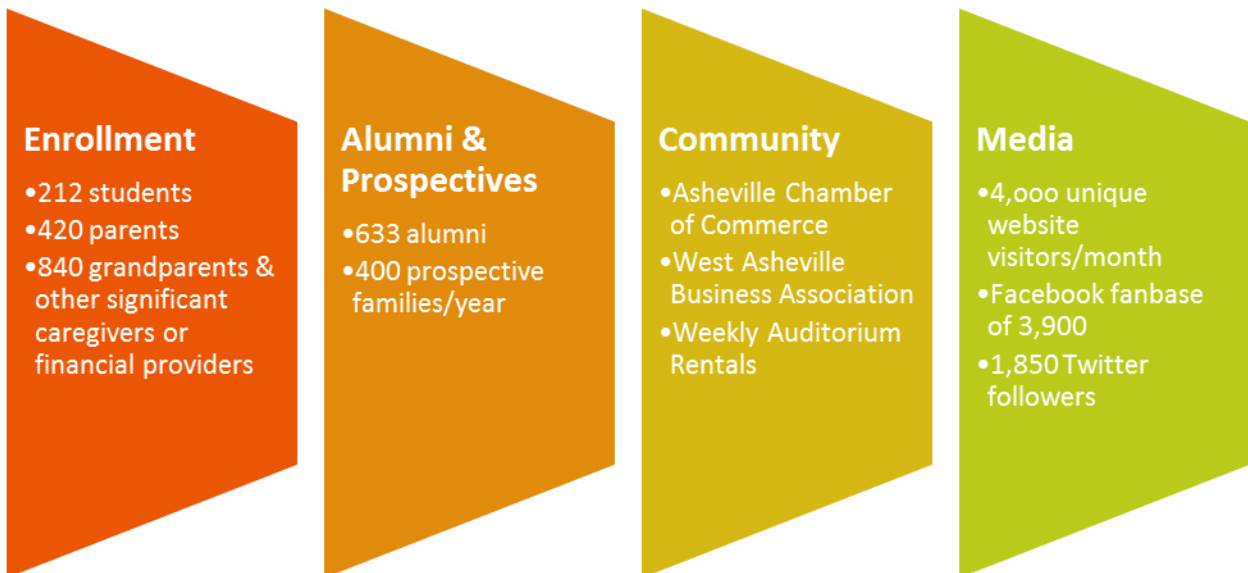
- Drop off with Kate in main office
- Leave in secure dropbox outside of office, if office is closed

I do not have children and am not familiar with local educational options. How will my business benefit from sponsoring Rainbow Community School and who will I reach?

You will reach current RCS students and parents, representing a highly-discerning client base and who are expected to spend close to \$2,000,000 this year at Asheville area businesses. You will also reach grandparents and other significant caregivers/financial providers. In addition, you will reach all alumni since the school was founded as a very small preschool in 1977. RCS has approximately 400 prospective new families who visit the campus each year.

You will reach community partners and business associations that the school belongs to, such as the Asheville Chamber of Commerce and West Asheville Business Association as well as all groups who rent campus facilities, such as the auditorium.

The RCS website (www.rainbowcommunityschool.org) gets approximately 4,000 unique visitors per month, with the homepage seeing the most traffic. Our Facebook page has approximately 3,900 likes, with most of the fan base residing in Buncombe County and we have 1,850 followers on Twitter.



I am a Rainbow family and donate as an individual parent but I also have a business that I would like to see promoted in the community. How do I decide whether to donate as an individual or as a business?

You may do either or both. We rely on individual donations to help bridge the tuition gap per student and we ask that you separate the two if at all possible. Both financial contributions are tax deductible and your business may benefit more from such tax implications.

Are there any special offers for Rainbow family-owned businesses?

Family businesses receive a 10% discount on all sponsorship levels and you will automatically be considered to have participated in the annual fundraising campaign.

How many businesses will you be accepting at the top levels and will I have exclusive rights in my category?

There is no limit to the number of businesses at any level at this point. However, we are very selective and must ensure that each business is aligned with Rainbow principles and is a good fit with the community of families. Sponsors that are approved for the top level benefit from exclusive rights in their specific categories, meaning we would never have more than one orthodontist as a Pot of Gold sponsor.

How long will my sponsorship benefits last?

Your business will be promoted for 12 months, from the time you make your first payment and we receive the necessary material to showcase your goods or services.



What does my sponsorship support?

All funds will be assigned to the Annual Campaign, unless we have communicated with you about special projects that are in line with your business services and mission (such as supporting the new Outdoor Community Learning Center or the Activity Bus Fund). Most sponsor funds will contribute to day-to-day operational expenses.



I am surprised that tuition does not cover planned improvements as well as the cost of running the school on a day-to-day basis. Isn't that how other schools are funded?

Tuition goes a long way in providing for children's education, but it does not cover all of the school's instructional and operating expenses. Like all independent schools, the financial model that supports the school's operation relies on **tuition revenue and the generosity** of parents, grandparents, alumni, friends, staff and local businesses. As a *non-profit organization*, fundraising is a **vital component** in providing the Rainbow learning experience. We estimate a gap of approximately \$500 for each child attending Rainbow. In order to avoid raising tuition and offer services to the greater community, we must form strategic alliances like this.

What are other business sponsors saying about their experience?

In only one year the business sponsorship program at RCS has taken off and both family-owned and general community businesses are benefiting from the strategic community partnership. Reports include increased referrals for new sales and new clients, as well as new relationships that have continued throughout the year with happy returning customers. Sponsors have reported appreciating direct access to the Rainbow Community when they have specific promotions and when they have the opportunity to participate in campus-wide events.

“Mosaic Realty’s first year of sponsorship with Rainbow Community School has certainly paid off. In addition to bringing awareness to our business, which admittedly is hard to quantify, we had seven new clients which we can directly attribute to RCS. In dollars, the sponsorship paid back ten-fold... which is a pretty great return on our investment!”

“Asheville Speech Associates has renewed our sponsorship with Rainbow Community School. We have made ourselves accessible to the Rainbow parents and, as a result, have gotten new clients. Because of the highly connected Rainbow Community, when a student is successful in speech therapy, word of mouth generates more referrals.”