



Annual Sponsorship Overview

About the Organization

Rainbow Community School (RCS) was founded in 1977 by Harvard graduate Dr. Aostre Johnson. She and her colleagues felt strongly that education was about human development and therefore needed to be holistic. From there the foundation for the RCS method was developed and serves to provide an engaging and nurturing learning environment to educate the whole child using **The Seven Domains™** : mental, spiritual, emotional, moral/social, physical, natural and creative. Staff and graduates are expected to model within the community the kind of world in which they aspire to live.

Programs and Accomplishments

RCS's integrated educational program includes language arts, mathematics, social studies, science, Spanish, music, art, peace studies, service learning, computer literacy, physical education, character development and environmental education. Additional support is offered for after-school programs, athletics, independent research projects, business-planning projects, multicultural and Earth-focused special events, and related field trips.

The school is recognized nationally as a leader in contemplative education, often termed “mindfulness in education,” and teachers focus on supporting each child to master essential learning skills that encourage self-directed exploration. Other agencies and organizations have recently recognized the school with the following awards:

- Ashoka Changemaker School
- Best School in WNC, as well as many other “Best of” Awards (Mountain Xpress)
- Green Ribbon School (U.S. Department of Education, White House Council on Environmental Quality and the U.S. Environmental Protection Agency)
- 5-Star preschool ranking (Early Childhood Environmental Ranking Scale, developed at the Frank Porter Graham Child Development Institute)
- Certified Living Wage Employer (Just Economics of Western North Carolina)
- Certified Wildlife Habitat (National Wildlife Federation)
- North Carolina Green School of Excellence



Partnership Opportunities

Since enlarging the Rainbow campus to include an athletic field, an auditorium and performance hall, with plans to build out an outdoor community learning center in partnership with Asheville-based nonprofit RiverLink, the school has expanded its mission. We are becoming a community-centric nonprofit organization. Rainbow students and staff are engaging other local area youth and partnering with complimentary programs, institutions and educational initiatives, in order to build upon the successes of this holistic learning environment that is opening up to the greater West Asheville population. We invite socially-conscious organizations to play a key role in supporting these cutting-edge and world-class campus developments, while gaining significant exposure to new markets and a discerning client base.

RCS is offering unique opportunities for socially-conscious organizations to play a key role in supporting exciting developments at the school, while gaining significant exposure to new business markets and a discerning client base. Unless otherwise specified, this year's sponsors will help make possible the following developments on campus:

- Developing an outdoor community learning center to support existing nature-based curriculum and to offer afterschool and summer programming for local area youth and families.
- Completing and refining the auditorium space, to offer a high-quality performance venue for community workshops and events.
- Supporting diversity scholarships program.
- Updating technology in the classrooms.

Who you will reach:

- 200 RCS students and approximately 400 RCS parents, representing a highly-discerning client base and who are expected to spend close to \$2,000,000 this year at Asheville area businesses
- An estimated 800 RCS grandparents and other significant caregivers / financial providers
- 627 RCS alumni since the school started as a very small preschool only in 1977.
- Approximately 400 prospective new families who visit / tour RCS each year and who are moving to Asheville from all over the world
- Community partners and business associations that the school belongs to, such as Asheville Chamber of Commerce and West Asheville Business Association
- The new RCS website, www.rainbowcommunityschool.org, gets approximately 4,000 unique visitors per month, with the homepage seeing the most traffic

There are four levels of sponsorship, with a broad range of price-points and benefits, as listed in detail on following page.

For more information, and to sign up, please contact the Fundraising Manager, Sara Stender: 828-258-9264, sara.stender@rainbowlearning.org.

Sponsorship Opportunities

Pot of Gold Sponsor \$5,000

Ongoing Benefits

- Dedicated company banner in the main entrance of the auditorium, prominently displayed throughout the year during Rainbow and greater community events
- Logo and link on center of website homepage and all primary landing pages
- Ad in the yearbook
- Regular listing on the fundraising e-newsletter
- Spotlight in the school's primary means of communication, Rainbow Reminders
- Monthly catered social media promotion via Facebook and Twitter
- Listing in Rainbow's online Community Business Directory
- Family mailbox insert twice per year
- Exclusive rights within business sector for top sponsorship levels

Event Promotion

- Ad in Imagine! Arts program
- Emcee announcements at one event per year
- Tabling at Harvest Hoedown event in October
- Logo on Harvest Hoedown posters distributed throughout the Asheville area
- Free friends and family tickets to Harvest Hoedown and one outside event each year
- Free Rainbow mugs and t-shirts



Alpha Lead Sponsor \$2,500

Ongoing Benefits

- Dedicated company banner in the main entrance of the auditorium, prominently displayed throughout the year during Rainbow and greater community events
- Logo and link on bottom of website homepage and all primary landing pages
- Recognition in fundraising e-newsletter and Rainbow Reminders, sent to all families and staff throughout the year
- Monthly catered social media promotion via Facebook and Twitter
- Listing in Rainbow's online Community Business Directory
- Family mailbox insert once per year

Event Promotion

- Ad in Imagine! Arts program
- Emcee announcements at one event per year
- Tabling at Harvest Hoedown and free friends and family tickets
- Logo on Harvest Hoedown posters distributed throughout the Asheville area
- Free Rainbow mugs and t-shirts

Indigo Supporting Sponsor \$1,000

Ongoing Benefits

- Logo and link on Sponsors web page
- Recognition in Rainbow's fundraising e-newsletter and Rainbow Reminders
- Quarterly catered social media promotion via Facebook and Twitter
- Listing in Rainbow's online Community Business Directory

Event Promotion

- Tabling at Harvest Hoedown and free friends and family tickets
- Free Rainbow mugs and t-shirts

Warrior Basic Sponsor \$500

Ongoing Benefits

- Business name on Sponsors web page
- Listing in Rainbow's online Community Business Directory

Event Promotion

- Tabling at Harvest Hoedown
- Free Rainbow mug and t-shirt