



Annual Sponsorship Details

Rainbow Community School (RCS) is a 501(c)3 nonprofit, independent school serving preschool children through eighth grade students, and offering a progressive alternative to the public school system. **Rainbow Community School develops accomplished, confident, and creative learners who are prepared to be leaders in building a compassionate and environmentally-sustainable world. The RCS model is now being considered for national replication.**

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.

Accomplishments

Rainbow Community School is recognized nationally as a leader in contemplative education, often termed “mindfulness in education”. The school has been recently recognized with the following awards:



Partnership Opportunities

RCS offers 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 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 classroom

You will reach **20,000 individuals over the course of the next two years, including:**

- 212 RCS students and approximately 420 parents, representing a highly-discerning client base and who are expected to spend over \$2,000,000 this year at area businesses
- An estimated 840 RCS grandparents and other significant caregivers / financial providers
- Approximately 650 alumni since the school started as a very small preschool in 1977.
- Over 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 RCS website (www.rainbowcommunityschool.org) gets approximately 4,000 unique visitors per month, with the homepage seeing the most traffic
- Other local area youth, their families, caregivers and strategic partnerships
- Organizations and event participants who will be attending performances and workshops at the new auditorium space

As our campus has grown to include an athletic field, an auditorium and performance hall, we plan to build out an outdoor community learning center in partnership with Asheville-based nonprofit RiverLink. RCS is becoming a community-centric organization. Our 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.

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.

Annual Sponsorship Levels

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 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, during the school year
- Listing in Rainbow's online Community Business Directory
- Family mailbox insert twice per year
- Exclusive rights within business sector for top sponsorship levels
- Use of the auditorium space at no charge once per year

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 to rotate with other Alpha sponsors 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, alternating Facebook and Twitter, during the school year
- 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 or Twitter, during the school year
- 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