



2014-2015 School Year Sponsorship Overview

Rainbow Community School (RCS) was founded by Aostre Johnson, of Harvard Graduate School. Dr. Johnson and her fellow founders felt strongly that education was about human development, and therefore needed to be holistic. Students at Rainbow become high-achieving, highly motivated and well-rounded learners through a program that engages their mind, body, and spirit.

RCS has been described as *the quintessential Asheville school*. The culture and values of Rainbow represent creativity, community, stewardship of the natural world, service, and helping everyone to achieve their dreams. The school has gained a lot of attention locally, statewide, and nationally. Our supporters voted us as the Best School in WNC, as well as many other “Best of” Awards. At the national level we have been considered a leader in mindfulness education since our founding in 1977, as we incorporate meditation and other mindful practices into each day. We are a National Green Ribbon School due to our sustainable buildings, campus, and curriculum. Most notably, we are honored as an Ashoka Changemaker School, recognizing Rainbow as a leader in providing a cutting-edge future-oriented education that develops students into leaders prepared to make a positive difference in the world.

KEY MESSAGES/BENEFITS

Facts

- **What:** The Rainbow Combined Campaign
- **When:** September 10th, 2014-September 10th, 2015
- **Where:** Rainbow Community School, West Asheville NC
- **Deadline:** December 19th, 2014





Partnership Opportunities

Since enlarging our campus to include five acres in the heart of West Asheville, an athletic field, and an auditorium, Rainbow has expanded our mission and vision. We are now a community organization with a mission to connect with the local community and provide space and services to the broader Asheville population.

For the first time ever, 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 markets and a discerning client base. This year's sponsors will help make possible the following developments on campus:

- Renovating the auditorium to offer a dynamic new space which will house drama and the arts, as well as serve as a function hall for Asheville community events.
- Making the building ADA accessible
- Designing a courtyard that creates a dynamic outdoor space for classes and meetings
- Creating open spaces in the lower level for school classrooms and spaces that will be available for use by the wider community for adult education (parenting classes, yoga and meditation classes, crafting courses, etc.)
- Installing permaculture gardens that are educational for students and campus visitors.
- Supporting diversity scholarships program
- Updating technology

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 Campaign Manager, Sara Stender: 828-258-9264, x 155 / campaign@rainbowlearning.org.

Sponsorship Opportunities

Pot of Gold Sponsor \$5,000 and up

Inquire about catered benefits and naming rights

Ongoing Benefits

- Dedicated company banner in the main entrance of the new auditorium, prominently displayed throughout the year to RCS and the greater Asheville community
- Logo and link on middle column of RCS homepage and all primary landing pages
- Full page ad in RCS yearbook
- Featured business in RCS fundraising full-color printed newsletter
- Recognition in RCS e-newsletter and Rainbow Reminders
- Monthly social media promotional feeds
- Listing in Rainbow Community Online Business Directory

Event Promotion

- Full-page ad in Imagine! Arts program
- Emcee announcements at Kids Talent Show and Imagine! Art Program
- Optional table at Harvest Hoedown
- Promotional placement at Holiday campaign table
- Logo on Harvest Hoedown posters distributed throughout the Asheville area
- Free friends and family tickets to Harvest Hoedown and Blue Ridge Orchestra holiday performance
- Free RCS mugs and t-shirts



Alpha Lead Sponsor \$2,500

Ongoing Benefits

- Dedicated logo banner in the main entrance of the new auditorium, prominently displayed throughout the year to RCS and the greater Asheville community
- Logo and link on bottom of RCS homepage and all primary landing pages
- Recognition in RCS e-newsletter or Rainbow Reminders
- Monthly social media promotional feeds
- Listing in Rainbow Community Online Business Directory

Event Promotion

- Half-page ad in Holiday and Imagine! Arts program
- Emcee announcements at Kids Talent Show and Imagine! Art Program
- Optional table at Harvest Hoedown and free friends and family tickets
- Logo on Harvest Hoedown posters distributed throughout the Asheville area
- Free RCS mugs and t-shirts

Indigo Supporting Sponsor \$1,000

Ongoing Benefits

- Logo and link on RCS sponsors web page
- Recognition in RCS e-newsletter
- Quarterly social media promotional feeds
- Listing in Rainbow Community Online Business Directory

Event Promotion

- Quarter-page ad in Holiday and Imagine! Arts program
- Optional table at Harvest Hoedown and free friends and family tickets
- Free RCS mugs and t-shirts

Warrior Basic Sponsor \$500

Ongoing Benefits

- Business name on RCS sponsors web page
- Quarterly social media promotional feeds for RCS family-owned businesses
- Listing in Rainbow Community Online Business Directory

Event Promotion

- Optional table at Harvest Hoedown and free friends and family tickets
- Free RCS mug and t-shirt