



**SCHOOL**  
THE WORLD

**RELIEF BENEFIT**  
IN SUPPORT OF OUR RESILIENCE FUND

FRIDAY, OCTOBER 16, 2020 LIVE + VIRTUAL

**SPONSORSHIP OPPORTUNITIES**



**FRIDAY**  
**OCT 16, 2020**  
**6:30 PM**

LIVE IN HIGH OUTPUT STUDIO, CANTON +  
VIRTUALLY ONLINE

School  
the World  
gala

## **A RELIEF BENEFIT**

School the World is bringing the party to YOU! We have planned the best in digital programming during our Live Studio and Virtual event—the School the World Relief Benefit. The Gala will honor **Nicole Sahin** (Global Citizenship Award) and **Paul M. English** (Champion for Education Award). Our Gala will provide the support our team needs to continue learning for some of the poorest children in Central America and be ready to rebuild towards recovery and beyond.

Lessons learned from Hurricane Katrina have acted as reminders that the poorest children fall furthest behind when schools are closed and learning is lost. Earlier this year, when schools were shut down in rural Guatemala, Honduras, and Northern Panama, our team committed all efforts to ensuring children continue to learn, remain engaged, and return to school when safe to do so. Keeping children safe, especially girls, who are at high risk of abuse, early marriage and teenage pregnancy has also been a top priority of our organization. Your participation supports our Resilience Fund, which will help us keep children learning and avoid widespread drop outs during school closures in Central America and accelerate remedial impact when children finally return to the classroom in mid-2021.

**We invite you to join us on Friday, October 16!** You will now be able to attend a digital version from the comfort of your home. Gather a small group of friends and enjoy a gourmet meal by MAX Ultimate Food along with fine wine delivered to your home. Watch our live-streamed Gala with basic technology, and network digitally with attendees from across the country. Or, join us Live at the High Output Studio for an in-person social distancing experience. This event promises to be a passion-filled interactive experience with a 360-degree virtual event you'll never forget.

On October 16, the event begins with a cocktail hour Live and Online before the program featuring our live auction. You will get to meet our students live-streamed from Guatemala, and experience the sounds of Central America "Live" from our studio. More than 400 guests are expected to attend both the Live and Virtual in your home "House Party." We may crash your House Party with camera crew and stream live from your home. —**JOIN US.**

**Solving extreme poverty through the  
power of education**



**SCHOOL**  
**THE WORLD**

# About SCHOOL THE WORLD

## Empowerment begins with education.

School the World is committed to solving extreme poverty through the power of education. We believe all children love to learn, want to learn and are capable of learning. We believe all parents want a better life for their children and all teachers prefer motivation and achievement to apathy and failure. Nevertheless, we recognize that the complexities behind generational poverty require us to be innovative and often disruptive to change the status quo.



## WHY SUPPORT SCHOOL THE WORLD?

### WHAT WE DO

Together with local governments, partners and deeply engaged parents, School the World organizes communities around education from early childhood through adolescence for 10 years of quality learning. We build schools, but that is not enough. To create lasting and sustainable change, we also train teachers, deeply engage the parents and local community, stock libraries, award scholarships for lower secondary school, and help scholarship recipients develop life skills and a plan for the future.

### OUR RESPONSE TO COVID-19

Since the beginning of the pandemic, School the World is proud of the hard work done to institute new and innovative technology, including:

- STW Radio:** Programs produced by the team are now reaching thousands by being broadcasted on local radio stations and include weekly lessons, story time, 'Radio-Novelas' filled with advice for parents, and PSAs.
- Virtual Teacher Training:** The teacher training team delivered a five-week program with interest to enroll from over 1000+ teachers.
- Constant Communication:** The team delivered distance learning programming using WhatsApp for families and students without access to computers and Internet.
- Support for Girls:** Teams on the ground have made a strong effort to protect girls, empower them to know their individual rights, and make sure they return to school through WhatsApp support groups.
- Delivered Lessons:** Materials, such as workbooks, have been created and safely delivered to children living communities to keep them engaged and learning from home.

### OUR IMPACT

- 106 Schools Built
- 540 Classroom Libraries Supplied
- 56 Playgrounds Built
- 12,500 Children Served
- 8,000 Parents Empowered
- 525 Teachers Trained
- 884 U.S. High School World Changers

### THE FACTS

- Today, 250 million children lack basic reading, writing & math skills.
- Education is a vital human right and plays a key role in human, social and economic development.
- A child whose mother can read is 50% more likely to live past the age of five.
- One extra year of schooling increases an individual's earnings by up to 10%.
- 262 million of school age are out of school.
- 130 million children complete 4 years of school without learning even the basics.

# SPONSOR EXPERIENCES

Sponsor Experiences are below. Standard sponsor opportunities are listed on the following pages. Please contact us if you would like to customize benefits to enhance your partnership to include branded activation on-site, category exclusivity, product sampling in our Virtual "Party in a Box". With your feedback and input, we will be able to customize a sponsorship to fit your needs.



**NOTE: PLEASE CONTACT AJ EVENTS TO DISCUSS THE DETAILS OF THE EXPERIENCE OPPORTUNITIES AT 617-267-2244 OR EMAIL AJ WILLIAMS DIRECTLY AT AJ@AJWEVENTS.COM.**

## MAIN STAGE SPONSOR \$30,000

**(Only 1 available)**

As a Main Stage Sponsor, you'll receive significant exposure Live and Online with recognition every time the Program is mentioned. The stage backdrop will prominently display your logo alongside with the event logo and your brand and message will be featured with (2) 16:9 ads to be featured on the screens during the Program and your logo will be included on most slides during the program. Our office will assist in customizing this experience for you Live and Online.

- Credit as the Stage Sponsor on all materials
- Access to event and stage photos
- Logo Placement on step & repeat wall, Live and Online for top sponsors only
- Special recognition from the Co-Chairs during event program
- Inclusion in our Virtual "Party in a Box"
- Prominent placement of corporate logo and link on the School the World website
- Four (4) dedicated social media mentions
- Two (2) Full-screen 16:9 color PPT program slides
- Recognition in all media releases
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Full page ad in the event program book
- "Party in a Box" for sixteen (16)

## COCKTAIL RECEPTION \$15,000

**(Only 1 available)**

This experience-driven sponsorship will place your company front and center. Transform the Cocktail Hour Live and Online and the post Live Dinner Reception area into your company's very own branded experience. This exclusive sponsorship will receive a branded Online area, logo inclusion on the "TBD container" sent to Virtual attendees, branded logo on cocktail napkins, gift bag inserts, 4 social media posts, and more. All in-person guests will receive same items as Virtual guests.

- Sponsor recognition from the Co-Chairs during event program
- Logo Placement on step & repeat wall, Live and Online for top sponsors only
- Inclusion in our Virtual "Party in a Box"
- Prominent placement of corporate logo and link on the School the World website
- Opportunity to designate a Host Committee Member
- Four (4) dedicated social media mentions
- Full-screen 16:9 color PPT program slide
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Full page ad in the event program book
- "Party in a Box" for ten (10)



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# HOUSE PARTY HOST

Support School the World by being a House Party Host. Call your friends and get ready to send a customized digital invite prepared by our team. Let us bring the party to you! Invite your friends (party of ten or six) to join you and watch the live streamed event from the comfort of your home. Your package includes a "Party in a Box" a gourmet 3-course meal and some swag delivered "to your door" and catered by MAX Ultimate Food on the day of the event.



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## HOUSE PARTY HOST FOR TEN -\$2,500

Party for ten (10) guests in your home. The virtual event will last approximately 60 minutes. A week prior to the event, we will send you a link to select your meal options for your gourmet meal provided by MAX Ultimate Food. You will also receive wine and a "Party in a Box" for ten (10) with party favors, program book, bid numbers, and instructions for the virtual event.

Package includes:

- Credit as a House Party Host on all materials
- Digital invite listing your name as the House Party Host with your details
- Ten (10) three-course gourmet meals
- Four (4) bottles of wine
- Six (6) program books
- Materials and instruction for our Live Auction
- Party favors for ten (10)

## HOUSE PARTY ADD ONS:

### MIXOLOGIST \$800

- Add a mixologist to create cocktails and pour your beverages in style. Service for 3 hours.

### EVENT EMCEE <sup>\$250</sup> [SOLD OUT]

- EMCEE will host the event in your home

### UPGRADE MY PARTY TO 20 \$2,000

- Upgrade to a party of 20. Add ten (10) additional guests. Double of everything listed in the House Party Host package.

## PARTY FOR SIX -\$1,500

Party for six (6) guests in your home. Package includes:

- Credit as a Party of Six Host on all materials
- Six (6) three-course meals
- Two (2) bottles of wine
- Three (3) program books
- Materials and instruction for our Live Auction
- Party favors for six (6)

## PARTY FOR 2 -\$200

A School the World Party For Two Ticket is unlike any other ticket as we are maximizing your attendee value Online to ensure it's a two-sided interactive experience. Your ticket will include a "Party in a Box" for (2) two adults filled with items just like you would receive at a live event: program, branded mask, special gift items, branded give-a-ways, and more. All guests Live and Online will enjoy a passion-filled program featuring a Live studio Program, performances, heartstrings from School the World, and an exclusive Live Auction—all streamed from The Studio.



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# EMPOWERMENT BEGINS WITH EDUCATION.



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## PLATINUM \$50,000

- Credit as a Platinum Sponsor on all materials
- Logo on step & repeat wall, Live and Online for top sponsors only
- Special recognition from the podium
- Inclusion in our Virtual "Party in a Box"
- Prominent placement of corporate logo and link on the School the World website
- Two (2) dedicated social media mentions
- Recognition in all media releases
- Full page ad in the event program book
- "Party in a Box" for twenty-four (24)

## GOLD \$25,000

- Credit as a Gold Sponsor on all materials
- Logo on step & repeat wall, Live and Online for top sponsors only
- Special recognition from the podium
- Inclusion in our Virtual "Party in a Box"
- Prominent placement of corporate logo and link on the School the World website
- One (1) dedicated social media mention
- Recognition in all media releases
- Full page ad in the event program book
- "Party in a Box" for sixteen (16)

## SILVER \$10,000

- Credit as a Silver Sponsor on all materials
- Special recognition from the podium
- Placement of corporate logo and link on the School the World website
- Half page ad in the event program book
- "Party in a Box" for ten (10)

## BRONZE \$5,000

- Credit as a Bronze Sponsor on all materials
- Listing on the School the World website
- Quarter page ad in the event program book
- "Party in a Box" for six (6)

## FRIEND \$2,500

- Credit as a Friend Sponsor on all materials
- Listing on the School the World website
- "Party in a Box" for four (4)



## SCHOOL THE WORLD

School the World is a non-profit 501(c)(3) corporation; a portion of the cost of Sponsorship and Ticket purchase is tax deductible.

# SPONSOR COMMITMENT FORM

AS IT WILL APPEAR IN PRINT



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INDIVIDUAL OR  
COMPANY NAME

CONTACT NAME

TITLE

E-MAIL

PHONE

MAILING  
ADDRESS

CITY

STATE

ZIP

## SPONSORS EXPERIENCES (Please Check One)

- MAIN STAGE SPONSOR \$30,000
- COCKTAIL RECEPTION SPONSOR \$15,000  
*(See Page 4 for more info)*
- HOUSE PARTY HOST FOR TEN** \$2,500
- PARTY FOR SIX** \$1,500

### HOUSE PARTY ADD ONS

- MIXOLOGIST \$800
- ~~EMCEE \$2,500~~ **[SOLD OUT]**
- UPGRADE TO 20 TOTAL \$2,000

## SPONSOR LEVELS (Please Check One)

- PLATINUM SPONSOR \$50,000
- GOLD SPONSOR \$25,000
- SILVER SPONSOR \$10,000
- BRONZE SPONSOR \$5,000
- FRIEND SPONSOR \$2,500

### TICKETS *(See Page 5 for more info)*

- PARTY FOR TWO** - \$200

**TOTAL:** \$ \_\_\_\_\_

Contributions are tax deductible as permitted by law. School the World is a 501 (c)(3) and its tax identification number is: 27-0176563. For payments by ACH, please call (617) 267-2244 for information.

## PAYMENT (Please Check One)

- A check is enclosed for the above donation checked. **Payable to the following:  
School the World \* please add in memo: School the World Gala.**
- Please reserve the above sponsorship for my company or myself and send an invoice to my attention.
- We cannot participate, but we are pleased to donate \$\_\_\_\_\_ **payable to the following:  
School the World \* please add in memo: School the World Gala.**
- I would like to pay by VISA/MasterCard/AMEX OR PROCESS ONLINE: [donate.schooltheworld.org/STWGala](https://donate.schooltheworld.org/STWGala)

NAME ON CARD:

CARD #:

EXP DATE:

CVC CODE:

**THANK YOU!**

PLEASE COMPLETE THIS FORM AND RETURN TO [AJ@AJWEVENTS.COM](mailto:AJ@AJWEVENTS.COM) OR MAIL TO:  
**SCHOOL THE WORLD GALA C/O AJ EVENTS**  
**75 NEWBURY STREET, 3RD FLOOR, BOSTON, MA 02116**  
OR FAX TO: (617) 536 8883

Contact  
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School  
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gala

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