



Corporate Sponsorship Opportunities

Background and Context:

Who is Gross Schechter Day School?

We are an award-winning program with students from early childhood through middle school in Pepper Pike cultivating *tomorrow's leaders* and a new generation committed to the joys of Jewish life. The school's well-rounded educational program prepares nearly 240 students for success in high school, college and beyond. Schechter graduates serve as leaders in their communities, tapping into their Schechter experience as they work to address individual and societal challenges. Bottom line - Our students and graduates work to help make a better world for everyone. An investment in Schechter is an investment in a brighter future.

Schechter parents are business and other professionals, entrepreneurs, academics, teachers, artists and more. They care deeply about community, are passionate about education and feel committed to helping their children become compassionate human beings engaged in addressing social and societal challenges. Their incomes range from tens of thousands to six and seven figures. They live primarily in Cleveland's southeastern suburbs - Shaker, Cleveland and University Heights, Beachwood, Pepper Pike, Orange and Orange Village, Mayfield and Mayfield Heights, Moreland Hills, Chagrin Falls, and Solon.

Schechter graduates excel in high school, college and beyond. They take on leadership positions on high school and college campuses and in community organizations. They are doctors, lawyers, scientists, social workers and artists, television newscasters, musicians and so much more. They live across the country and around the world. They form close relationships with their Schechter peers that last a lifetime. Schechter graduates succeed in life and strive to make the world a better place for everyone.

Corporate Sponsorship Program - Our goal is to maximize value for your business and provide excellent customer service. We will work with you to customize a package of opportunities that fits your needs and then evaluate with you the impact of the program and your experience. Whether you see sponsorship at Schechter as a marketing opportunity or a way to strengthen your company's presence as a good corporate citizen, we want you to be our satisfied customer!

What Will Sponsorship Dollars Do?

Sponsorship dollars provide an opportunity to affect change now and in the future because they will have a direct impact on the program we deliver to students every day.

- **Provide Educational Opportunities** – A rigorous curriculum, strong skills in critical and analytical thinking and communication, ongoing curriculum enhancement, the latest in Science, Technology, Engineering and Math (STEM) developments, current educational technology and integration, and ongoing faculty education and training are just some of the benefits sponsorship dollars help provide. For example:

- Language Arts – Our *Read for Life* program fosters a love of reading while improving students’ reading skills. A week-long Great Lakes Theater Festival residency in our Middle School brings literary classics to life as students delve into the characters, strengthen analytical skills and place themselves in characters’ shoes by acting out key story scenes. The *Power of the Pen* competition hones student’s writing and communication skills, leading to regional and state awards year after year.
 - Math – The latest Singapore Curriculum, part of the new Common Core state standards, deepens students’ understanding of math concepts beyond simply solving math problems and enhances their critical thinking and analytical skills.
 - Science – Our annual Science Fair develops 7th graders’ critical thinking, analytical and science skills while pitting qualifiers for the regional competition against 8th graders from other schools. Our 7th graders win regional awards every year despite competing against older students. A three-day retreat at the Cuyahoga Valley Environmental Education Center enhances students’ connection to the planet, deepens their understanding of environmental issues and motivates them to take action.
 - Technology – From Smart Boards to iPads, Macbooks and more, Schechter integrates technology throughout the curriculum and grows students’ proficiency with technology every day while teachers use the latest pedagogy to engage students in learning.
- **Strengthen the Cleveland Community** – A range of community service programs provide experiential learning that helps our students become compassionate human beings who want to help improve the world. From hunger and poverty to the elderly, equality and the environment, our students and graduates work to ease the many challenges we face as a society.
 - **Provide Tuition Assistance** – Tuition assistance helps those who cannot afford to pay full tuition. We are committed to providing a Schechter education to any admitted student, regardless of the family’s ability to pay.

Sponsorship Opportunities



Purim Gala – A fun, tribute event, the annual Purim Gala brings together 200-400 people in March for an elegant and festive evening of dancing, music and other entertainment that pays tribute to outstanding members of our community. The event this year is honoring 36 years of alumni and will take place on Saturday, March 5, 2016. Invitations and advertising reach tens of thousands. Promotional opportunities include pre-event promotion and communications, as well as a digital ad journal, reserved tables, signage and venue naming opportunities at the March event.



Totally Kosher Rib Burn Off (RBO) – This annual Labor Day event began 23 years ago and has grown into the largest annual event in the Cleveland Jewish community. People from across the Jewish spectrum and outside the Jewish community come together to eat kosher beef ribs, chicken wings, falafel and a variety of other tasty treats prepared by teams from organizations throughout Cleveland. Add in carnival-type games for all ages, outstanding musical entertainment, and other great family-friendly activities, and you have a recipe for one of Cleveland’s most fun and festive family-friendly events. Promotional opportunities from pre-event promotions and communications to banners, signs, tables and booths at the Labor Day event can deliver your message to up to tens of thousands of people in the community.



School Communications – Whether our weekly e-newsletters, website, lobby video screen, school directory, Honor Roll of Donors or other communications, opportunities abound to promote your business to thousands of people through a range of communication options that reach some or all segments of our Schechter community, from parents and grandparents, to alumni parents, alumni and the broader outside community.



Athletic Programs – Schechter’s basketball and soccer teams compete against schools in the Eastern Independent League and attract enthusiastic families as spectators. League championship competitions expand the audience further. Team uniforms, two gym scoreboards, the gym floor and athletics communications provide a range of opportunities to promote your business through our athletics program.



Additional Exposure – Our goal is to maximize the value of your sponsorship dollars for your business. Additional opportunities that can add value include:

- **Cash Mobs** – Want more customers to walk through your doors? We will work with you to organize special shopping days to generate more customer traffic for your business.
- **Rib Burn Off Tickets and Judging** – Have a client who loves ribs or is a “Foodie”? We can provide free tickets to the RBO, as well as an opportunity to pick the champion rib team.
- **Yearbook Sponsorship** – be the official sponsor of our yearbook get major exposure with all of our families.
- Let us customize what will be best for your business. Please contact Rachel Lappen, rlappen@grossschechter.org to set up a time to discuss these options and more.