



ExpandedEDSchools

Close the learning gap. Open the world.

2017 SPRING BENEFIT

(AS OF 4.19.17)

646 943 8700

WWW.EXPANDEDSCHOOLS.ORG

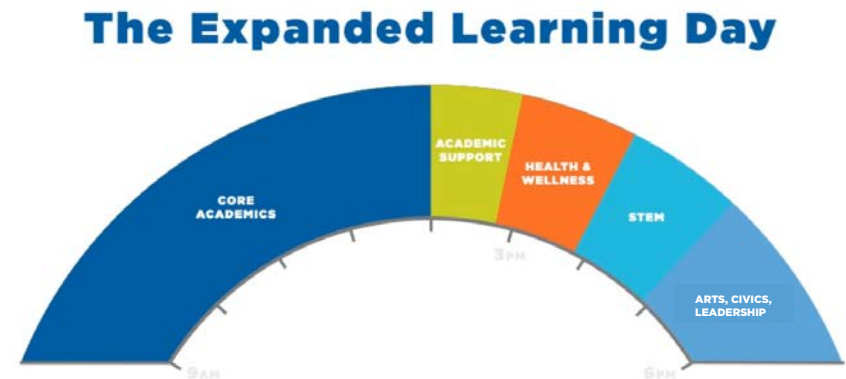
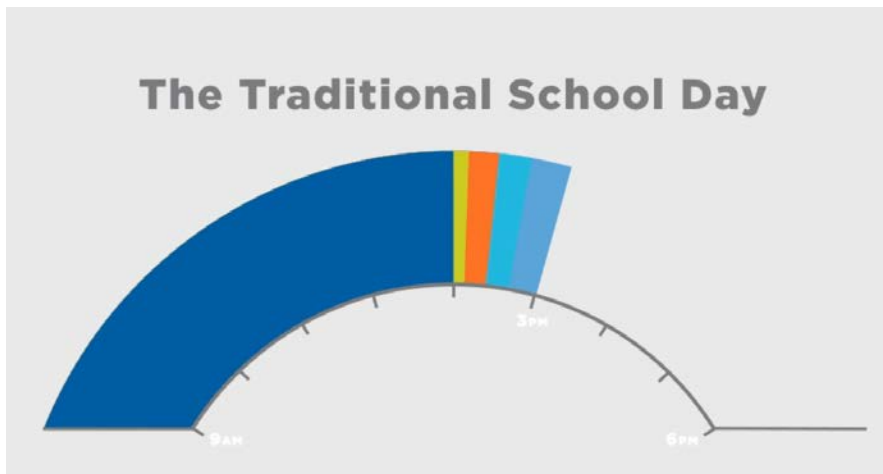
[@EXPAND_SCHOOL](https://twitter.com/EXPAND_SCHOOL)

A STAGGERING GAP

By the time they reach 6th grade, kids born into poverty are likely to experience **6,000 FEWER HOURS** of learning than their middle-class peers. This is equivalent to **FIVE YEARS** in the classroom.



To help close this gap, we created an expanded learning time model that reimagines the school day in high-needs communities.



OUR MODEL FOR EXPANDED LEARNING

More hours in the school day. More role models in the classroom. More opportunities to experience joy in learning. This is what curious and creative kids need to grow into confident, successful adults.



EXPAND THE SCHOOL DAY

Adding 2.5 hours each day; closing the learning gap by 450 hours/school year



ENGAGE THE COMMUNITY

Bringing additional role models - tutors, coaches, college students and teaching artists - into the classroom



ENHANCE THE LEARNING

Balancing curriculum with the arts, sports, STEM and character-building enrichments

THE RESULTS

We support a network of nearly 100 school-community partnerships throughout the Bronx, Queens, Brooklyn, Staten Island and Manhattan that are implementing our model for expanded learning - and making an impact on student outcomes.

Reached more than
920,000
students since 1998

84%
of students show growth
in social & emotional
skills

**2X THE
GROWTH**
in math and English language arts
than students citywide

Improved attendance at
3X THE RATE
of schools citywide

OVER 90%
of our parents, teachers and
students feel strongly connected
to their school

“Expanded learning gives kids healthy experiences that enable them to confidently seize whatever opportunity comes their way. The academic boost is a welcome benefit.”

*-- Dr. Ramón González, Principal of the
Laboratory School of Finance and Technology (x223)*

HOW WE WORK

In 1998, we created the nation's first citywide system of K-12 after-school programs. Since then, we've increased focus on the intersection of education and enrichment. This makes for a more aligned and engaging school day.

We brighten the futures of children throughout NYC in three important ways:



CAPACITY BUILDING

Strengthening the quality of programs by training more than 4,000 educators from 1,100 schools & community organizations each year; coaching leaders of schools and community organizations aspiring to our model of expanded learning; providing funding to schools and CBOs



RESEARCH & DEVELOPMENT

Evaluating a broad range of enrichment programs and incubating new ways to foster skills like STEM, literacy and social and emotional learning in order to improve education for tens of thousands of kids in NYC



ADVOCACY

Collaborating with policymakers locally and nationally to ensure public support for expanded learning time and school-community partnerships

PARTNERSHIP OPPORTUNITIES: 2017 SPRING BENEFIT



Tuesday, May 2nd
6-8pm

SONY

25 Madison Avenue, New York, NY
(@ 25th Street)

HONORING:

Esther Dyson, EDventure
Ted Mathas, New York Life
Laura Overdeck, Bedtime Math

EMCEE:

Soledad O'Brien, Starfish Media Group

With thanks to our Signature Sponsor:



The Benefit committee is in formation and further sponsorships are being sought.

BENEFIT CO-CHAIRS

Roger Blissett • Kevin Brandmeyer • Stanley S. Litow • Randolph Nelson
Heather Nesle • Rachel Skaistis • Herb Sturz • Michel Zaleski

BENEFIT COMMITTEE

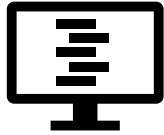
Mona Carlton • Jé Carr • Mimi Clarke Corcoran • Lucy & William Friedman
Rob Key • Jay Kriegel • Annette L. Nazareth • Paulo Pena •
Frederica P. Perera • Jack Rosenthal & Holly Russell • Dorothy & Peter
Samuels • Robert K. Steel • Elliot Throne

Cocktail party in Flatiron District featuring an auction, student showcase and gourmet hors d'oeuvres passed among hundreds of industry leaders, education visionaries and elected officials.

Past honorees include change makers and community activists such as Roger Ferguson, TIAA-CREF; Danny Meyer, Union Square Hospitality Group; Merryl Tisch, New York State Board of Regents; and Herb Sturz, Open Society Foundations.

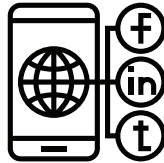
BENEFITS OF PARTNERSHIP

Gain access to key audience and high visibility through branding pre-, post- and day of event.



WEBSITE

~8,000 visits
in month leading
up to event



SOCIAL MEDIA

12k+ followers



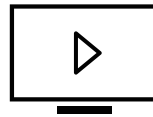
BLOG

~6 dedicated blogs
pre-/post-event



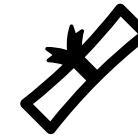
PRESS RELEASE

Multi-industry
press lists



SLIDESHOW

Featured on multiple
screens at event, and
on website post-event



EVENT MATERIALS

Printed invitations reaching
1,600+ people; digital
invitations sent to 1500+
people 6 times; printed
program, event signage,
e-journal

“*ExpandED Schools provides professional development training to help staff implement strong programs that build middle school students social-emotional skills and improve their ability to learn.*”

-- Heather Nesle, President, New York Life Foundation

SPONSORSHIP LEVELS

EVENT SPONSORS

Exclusive opportunity offered to 1 sponsor/year
20 reception tickets

SIGNATURE
SOLD OUT \$50,000

Premiere logo placement on all event materials, including printed invite
Special mention on all social media outlets
Inclusion in pre/post-event press releases
Full-page ad in electronic journal

VISIONARY
\$20,000

15 reception tickets
Prominent logo placement on all event materials
Special recognition on event signage
Full-page ad in electronic journal

TRAILBLAZER
\$15,000

12 reception tickets
Logo placement on all event materials
Special recognition on event signage
Full-page ad in electronic journal

LEADER
\$10,000

10 reception tickets
Logo placement on event signage
Special recognition on event signage
Full-page ad in electronic journal

MOTIVATOR
\$7,500

8 reception tickets
Logo placement on event signage
Special recognition on event signage
Half-page ad in electronic journal

SUPPORTER DUAL
\$2,000

2 reception tickets
Recognition on event signage
Recognition in electronic journal

SUPPORTER SINGLE
\$1,000

1 reception ticket
Recognition on event signage
Recognition in electronic journal

All sponsorship levels receive recognition on our website, annual report, event signage and electronic journal, as well as event tickets (number of tickets vary depending on sponsorship level).

EXCLUSIVE OPPORTUNITIES

COCKTAILS
\$10,000

Sponsor listing on website
Logo on all event materials
Logo on cocktail napkins
Full-page ad in electronic journal
10 reception tickets

FARE
\$10,000

Sponsor listing on website
Logo on all event materials
Logo on food napkins
Full-page ad in electronic journal
10 reception tickets

DÉCOR
\$7,500

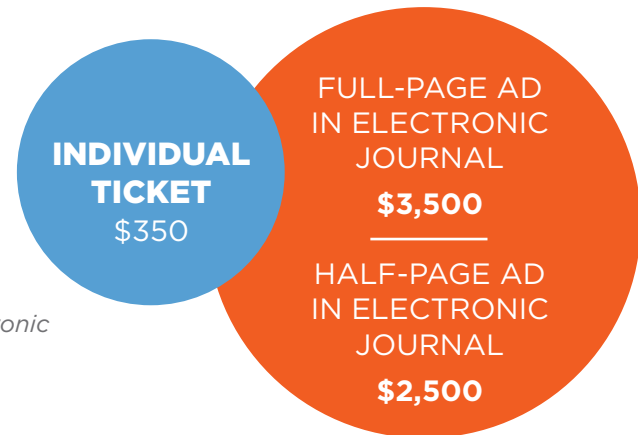
Sponsor listing on website
Logo on all event materials
Half-page ad in electronic journal
8 reception tickets

DESSERT
\$5,000

Sponsor listing on website
Logo on all event materials
Half-page ad in electronic journal
5 reception tickets

A/V
\$5,000

Sponsor listing on website
Logo on all event materials
Half-page ad in electronic journal
5 reception tickets



2017 EXPANDED SCHOOLS SPRING BENEFIT SPONSORSHIP FORM

- | | |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Signature SOLD OUT \$50,000 | <input type="checkbox"/> Cocktails \$10,000 |
| <input type="checkbox"/> Visionary \$20,000 | <input type="checkbox"/> Fare \$10,000 |
| <input type="checkbox"/> Trailblazer \$15,000 | <input type="checkbox"/> Décor \$7,500 |
| <input type="checkbox"/> Leader \$10,000 | <input type="checkbox"/> Dessert \$5,000 |
| <input type="checkbox"/> Motivator \$7,500 | <input type="checkbox"/> A/V \$5,000 |
| <input type="checkbox"/> Supporter Dual \$2,000 | <input type="checkbox"/> E-journal full-pg ad \$3,500 (1920px X 1080px) |
| <input type="checkbox"/> Supporter Single \$1,000 | <input type="checkbox"/> E-journal half-page ad \$2,500 (960px X 1080px) |
| <input type="checkbox"/> Individual Ticket \$350 | <input type="checkbox"/> In-kind or silent auction donation to ExpandedED Schools (value & description) _____ |
| <input type="checkbox"/> Donation to ExpandedED Schools _____ | _____ |

I and/or my company would like to be listed as: _____

CONTACT INFORMATION

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____ EMAIL _____

CHECKS SHOULD BE MADE OUT TO
EXPANDED SCHOOLS AND MAILED TO:

**EXPANDED SCHOOLS
DEVELOPMENT OFFICE**

1440 BROADWAY
16TH FLOOR
NEW YORK, NY 10018

QUESTIONS?
CONTACT US AT
EVENTS@EXPANEDSCHOOLS.ORG
OR 646.943.8715



Please send an eps file of your logo by 4/14/17 for inclusion in event materials.
Copy and/or ad layout for the electronic journal must be received by 4/14/17.

2017 EXPANDED SCHOOLS SPRING BENEFIT GUEST LIST FORM

Please list the names of the guests you will be inviting to the Spring Benefit, and email information if possible.

NAME

EMAIL ADDRESS
