

Reasons to Sponsor Benefit for a Brighter Future 2010

- You understand that good schools don't just happen — communities decide to make education a priority. The highest-achieving districts in our area — Palo Alto, Menlo Park, and San Carlos — all have successful education foundations.
- You want to take advantage of the great promotional opportunities the RCEF provides to recognize our sponsors, including websites, print media, posters, and email communications.
- You know that Redwood City is a great place to live and do business, and you want the quality of the schools to reflect the high quality of life here.
- You believe that good schools result in a better business climate, higher property values, lower crime rates, and a stronger community.
- You support your neighborhood school and now you want to make a contribution that supports programs like Music for Learning, Outdoor Education, the Summer Math Institute, and SMART grants that serve the entire school district.
- You want to invest in the future. Wouldn't it be nice if many of your employees, customers, and fellow business owners and professionals 20 years from now were home-grown kids?
- You are worried that constant budget cuts in Sacramento will irrevocably harm our public education system, producing a generation of adults poorly prepared to join the workforce.

***Please join with us today to
help give our students the education
they need to succeed!***



Benefit for a Brighter Future 2010 Sponsorship Opportunities

You can help provide the children of Redwood City the education they will need to succeed in school, work, and life by participating as a sponsor in the Redwood City Education Foundation's **Benefit for a Brighter Future 2010**. Your contribution ensures that 100% of the proceeds from the event directly benefit our students.

We offer a full range of opportunities to ensure your generosity is thoroughly recognized. Up to 350 guests learn of your support through recognition at the event, while event publicity and promotional material inform more than 6,000 school parents as well as the larger Redwood City community.

Benefit for a Brighter Future 2010 will be on April 30, 2010 at the Pacific Shores Center. For more information contact us at (650) 568-0233 or info@rcef.org. You can also visit us at: www.rcef.org/brighterfuture.

All Sponsors

- Listing in RCEF print newsletter (circulation 11,000)
- Listing on RCEF website and monthly RCEF eNews through December 2010
- Acknowledgement in press material and full-page thank you ad in local media

Diamond Level \$20,000+

- Large thank you display with your logo displayed prominently at event
- Full-page program booklet ad on outside back cover
- Live recognition from the event stage
- 10 complimentary tickets and your name on signage at your table
- Logo on event banners at prominent locations in Redwood City
- Name and logo displayed on all promotional material

Platinum Level \$10,000 +

- Full-page program booklet ad
- Live recognition from the event stage
- 8 complimentary tickets and your name on signage at your table
- Logo on event banners at prominent locations in Redwood City
- Name displayed on promotional material

Gold Level \$5,000 +

- Half-page program booklet ad
- Live recognition from the event stage
- 4 complimentary tickets and your name on signage at your table
- Logo on event banners at prominent locations in Redwood City
- Name displayed on promotional material

Silver Level \$2,500 +

- Half-page program booklet ad
- 4 complimentary tickets

Bronze Level \$1,000 +

- Quarter-page program booklet ad
- 4 complimentary tickets

Patron \$500 +

- Listing in event program booklet
 - 2 complimentary tickets
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Benefit for a Brighter Future 2010 Backgrounder

The students of today's Redwood City will grow up all too soon to become the adults of tomorrow. We will rely on them to run our businesses, provide us with health care and other critical services, and govern our nation. They are relying on us right now to prepare them for a future we all share. Most critically, they need a comprehensive, high quality education that includes such essentials as music, the arts, PE, and technology — subjects that have been proven to improve student learning and achievement, yet have been cut from many too many school budgets.

The Redwood City Education Foundation Supports Our Local Public School Students

The only organization working district-wide to fund programs for the more than 9,000 students of the Redwood City School District is the Redwood City Education Foundation (RCEF). The RCEF has been raising funds to support the District's elementary and middle school students since 1983, continuously providing essential programs to an ever-increasing student population. After three record-breaking fundraising years generating well up to \$300,000 per year, we are intensifying our efforts this year with an ambitious goal of raising \$350,000 by July 31, 2010.

Benefit for a Brighter Future Raises Key Funds

The Benefit for a Brighter Future is the RCEF's premiere annual fund raising event. The event typically attracts more than 300 of Redwood City's education, community, and business leaders, generating up to 30% of our annual revenues. We rely on sponsor underwriting to ensure 100% of the proceeds directly benefit our students.

Benefit for a Brighter Future Has Strong Community Support

Support for Benefit for a Brighter Future events has come from some of the area's largest corporations, as well as individual community members and local businesses, including:

| | | |
|---------------------------|----------------------|-------------------------|
| Oracle | TDA Investment Group | Lyngso Garden Materials |
| Wells Fargo | Google | Cargill |
| Westly Foundation | Stanford University | Mi Rancho Supermarket |
| FastSigns of Redwood City | Solutions2Projects | Port of Redwood City |
| Guckenheimer | Comcast | Hellbent Marketing |

We are grateful to Pacific Shores Center for once again providing their beautiful facilities to us free of charge for Benefit for a Brighter Future 2010.

Wells Fargo Recognized with RCEF Annual Investor Award

Wells Fargo is the 2010 recipient of the RCEF's Annual Investor Award. The Investor Award recognizes outstanding contributions of time and support for the both RCEF and the students of the District. Wells Fargo has generously given more than \$260,000 to the students of the Redwood City School District since 2000. Past recipients have included the Westly Foundation (2007), Oracle (2008) and the Redwood City Civic and Cultural Commission (2009).

"What Makes Learning Fun" Art Display

The RCEF is partnering with local artist Elizabeth Gomez who is working with student teams to create banner murals at each school on the theme "What Makes Learning Fun." The banners will be on display and their custom-framed mockup artwork auctioned off at the event. Guests will have time to socialize and network during our opening cocktail hour. During our dinner program, guests will hear from an expert panel about "Redwood City 2010 & Beyond", and then will have the opportunity to contribute during our always entertaining Fund-A-Program segment.

Find Out More

For more information, please contact us at info@rcef.org or (650) 568-0233. Or visit our website at: <http://www.rcef.org/brighterfuture>.

Redwood City Education Foundation PO Box 3046, Redwood City, CA 94064

(650) 568-0233 info@rcef.org www.rcef.org



About the Redwood City Education Foundation

We have been supporting the students of the Redwood City School District since 1983.

In the 2009/10 school year we are funding:

- Music for Learning, music instruction for all 2nd through 4th graders
- Outdoor Education, a one-week, residential science program for all 5th graders
- Wellness programs to provide fitness opportunities for all students.
- SMART grants to bring teaching innovation in science, math, art, and technology into the classroom.

In 2008/09, we raised \$300,000 with contributions from major corporations and foundations, local businesses and organizations, community members, and school parents. This works out to:

- Around \$34 per student in program funds
- Compares with average of \$425 per student raised by neighboring foundations

Our fund-raising goal for 2009/10 is \$350,000, or around \$40 per student.

Our future plans include funding music for more grades, supporting PE and wellness programs at all schools, and increasing SMART grants, among other possibilities.

We offer partnerships with our business community through our Local Business Program. (www.rcef.org/businesspartners).

We hold the Benefit for a Brighter Future fundraising event annually and welcome sponsors and volunteers (www.rcef.org/brighterfuture).

We are a 501 (c) non-profit organization with a 14 member all-volunteer Board of Directors made up of parent and community members.

We are one of more than 600 education foundations in California.

About the Redwood City School District

Serves kindergarten through 8th grade (K-8) students from Redwood City and areas of San Carlos, Atherton, and San Mateo County.

2nd largest K-8 district in San Mateo County.

Total student population is just over 9,000, up 9% from 2008/09: 62% of students are socio-economically disadvantaged, and 48% are English learners.

Since standardized state testing began in 1998, achievement scores have risen steadily. In 2008/09, six schools exceeded 800, which is the target Academic Performance Index (API) set by the state, and seven schools scored over 700. In 1998, only one school scored above 800 and one above 700.



Benefit for a Brighter Future 2010: Invest in a Dream Sponsorship Form: Deadline April 15, 2010

Please return this form with payment to:

Redwood City Education Foundation (RCEF)
PO Box 3046
Redwood City, CA 94064
Attention: BBF Committee

Or contact us for pick up at:

email: info@rcef.org
Phone: (650) 568-0233

For more information, please visit: www.rcef.org/brighterfuture

Sponsor Information

- I would like to sponsor The Benefit for a Brighter Future 2010 at:
- | | | |
|--|---|---|
| <input type="checkbox"/> Diamond Level \$20,000+ | <input type="checkbox"/> Platinum Level \$10,000+ | <input type="checkbox"/> Gold Level: \$5,000+ |
| <input type="checkbox"/> Silver Level \$2,500+ | <input type="checkbox"/> Bronze Level \$1,000+ | <input type="checkbox"/> Patron: \$500+ |
- Please contact me about other opportunities to partner with the RCEF.

Contact Name: _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ email: _____

Payment Information

_____ I am including my check for \$ _____ made payable to the Redwood City Education Foundation.

_____ I am pledging an amount of \$ _____. **Note: All pledges due March 30, 2010**

_____ I am charging \$ _____ to my _____ MasterCard _____ Visa

Name on credit card: _____

Credit card number: _____ Expiration date: _____

Signature: _____

Sponsor Recognition Information

Please forward all artwork to: info@rcef.org. Accepted file formats: jpg, ai, eps, pds
Deadline for program booklet artwork: April 15, 2010; deadline for banner artwork: February 1, 2010
Program booklet ad sizes: Diamond and Platinum: 7 x 5 inches; Gold and Silver: 7 x 3.5 inches;
Bronze: 2.75 x 3.5 inches; Patron: Line listing only.

Thank you for your support!