

# BACK TO SCHOOL RESOURCE FAIR!

## SPONSORSHIP PACKAGES



### Get ready for the 3rd annual Columbus City Schools Back to School Fair!

Held on Saturday, August 17, 2024, from 10:00 a.m. – 1:00 p.m. on the Fort Hayes Metropolitan Education Center campus, 546 Jack Gibbs Boulevard. This event provides students and families with critical back-to-school supplies, information, and resources to help our students thrive.

Last year, over 10,000 people attended the Back-to-School Fair, which connected families with community organizations from across the City in a fun, welcoming, and inclusive environment.

### Why Sponsor?

The success of the CCS Back-to-School Resource Fair depends on three vital elements: Columbus City Schools families, community partners, and a relentless focus on preparing children for academic success.

More importantly, our goal is to maximize the opportunities for our sponsors and community to share resources. We recognize that you, our community, play a critical role in the success of the CCS Back-to-School Fair by supporting the event's costs.

As a result, we have developed various sponsorship packages to support CCS students and families.

### 2023 Back to School Fair Stats

**10,720** People in attendance

**9,000** Backpacks distributed

**130** Vendors registered

**21** CCS departments

**60** Volunteers

**30** On-site ESL interpreters

**15,000+** Sweet treats

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#### Advertise

The CCS Back to School Fair is an incredible advertising opportunity to reach over 10,000 Columbus families and students who attend this annual event.



#### PLATINUM EVENT SPONSOR

**\$15,000**

- Listed as a sponsor in printed marketing materials, website, and social media pages
- Website link from the District website to your website
- Banner prominently displayed at designated event zones
- Logos placed 4' x 8' sign on the front fence along Cleveland Avenue
- Announcements on advertising materials
- Logos presented at the vendor Meet and Greet preview event
- Promo videos

#### Support

Become part of the academic success and prosperity of Columbus City Schools students and families while sharing your organization's vital resources.



#### GOLD EVENT SPONSOR

**\$7,500**

- Listed as a sponsor in printed marketing materials, website, and social media pages
- Website link from the District website to your website
- Logos placed 4' x 8' sign on the front fence along Cleveland Avenue
- Announcements on advertising materials
- Logos presented at the vendor Meet and Greet preview event

#### Exposure

This is the 3rd annual CCS Back-to-School Fair. The CCS Back to School Fair sponsorship also presents your organization to more than 45,000 students with the District's comprehensive marketing campaign. With more than 70,000 Facebook, Instagram, and X followers, you can also gain exposure through the District's social media efforts.



#### SILVER EVENT SPONSOR

**\$3,500**

- Listed as a sponsor in printed marketing materials, website, and social media pages
- Website link from the District website to your website



#### BRONZE EVENT SPONSOR

**\$1,000**

- Listed as a sponsor on website and social media pages
- Website link from the District website to your website