



Communities
In Schools

Durham



The Equinoxalizer 4 Miler



Durham Performance Learning Center graduates

Sponsorship Opportunities for The Equinoxalizer 4 Miler

*A Duke University undergraduate project
benefitting the dropout prevention work of
Communities In Schools of Durham.*

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The Equinoxalizer 4 Miler

Saturday, March 17, 2012



The Equinoxalizer 4 Miler

Help increase Durham's graduation rate and promote your brand at the same time by partnering with Communities In Schools of Durham, *part of the nation's most effective dropout prevention model*. Join other local companies by sponsoring *The Equinoxalizer 4 Miler*, a CIS of Durham partnership organized by Duke undergraduate students.

Benefits:

By sponsoring the race, your company's logo or name will be splashed on all race materials including race webpages, race t-shirts, water stops, starting line, fliers, print and television ads. Customize your brand's level of exposure by choosing one of our sponsorship packages. Please see enclosed benefits sheet for more details!

About The Equinoxalizer 4 Miler:

The family friendly race was established three years ago by Duke undergrad students dedicated to making a difference in the local Durham community. The race is a registered USATF North Carolina 4 Mile state championship that will begin and end in the heart of Durham at the Durham Performing Arts Center. The event will be fun for runners of all abilities, with free food, live music, amazing prizes and a new family fun run to take place on the lawn after the race!

Your Sponsorship:

Make your sponsorship a fun experience for your employees! Choose to decorate and work at a water stop or bring your own promotional tent. Whichever package you choose, know that 100% of your sponsorship dollars will go toward CIS of Durham's dropout prevention work directly benefitting the students we serve.

Thank you and your company for considering your partnership with Communities In Schools of Durham and The Equinoxalizer 4 Miler. Together, we can make Durham a community where ALL students have the chance to succeed!

Kind regards,

Tracie Miller
Development Director

Enclosed: 2012 Benefits, Sponsorship Form, About CIS of Durham



The Equinoxalizer 4 Miler

Sponsorship Benefits

Saturday, March 17, 2012



The Equinoxalizer Sponsorship Benefits	Gold Medal Title Sponsor \$5,000	Silver Medal Sponsor \$2,500	Bronze Medal Sponsor \$1,000
Corporate logo featured prominently in full color on race fliers and brochures (approx. 4,000 total).	◆		
Title sponsor will receive specific recognition in media coverage of event; potential coverage to include <i>The Durham News, The Herald Sun, The News & Observer, News 14 Carolina, NBC17, Endurance Magazine, Bull City Rising, The Durham Socialite, Bullseye, The Independent, WTVD</i> and <i>WRAL</i> .	◆		
Logo or advertisement displayed on 3' x4' banner on barrier leading up to start/finish line.	◆	◆	
Logo displayed on race t-shirts (<i>prominence determined by sponsorship level</i>) on approx. 800 shirts.	◆	◆	◆
<u>Option</u> to set up a promotional tent on race day.	◆	◆	◆
<u>Option</u> to sponsor a water stop and sign-up 5-30 employees as water stop volunteers. Company can decorate water stop with signs and advertisements. Employees can wear company shirts.	◆	◆	◆
Logo recognition on Communities In Schools of Durham website (annual views 40,000).	◆	◆	◆
Logo recognition in Communities In Schools of Durham e-news (circulation 2,000).	◆	◆	◆
Corporate recognition on race website.	◆	◆	◆
Recognition in Communities In Schools of Durham "Annual Report" (circulation 2,000).	◆	◆	◆



The Equinoxalizer 4 Miler Sponsorship Form



Yes! My company wants to sponsor the 3rd Annual *Equinoxalizer 4 Miler*, benefitting the dropout prevention work of Communities In Schools of Durham!

Check Sponsorship Level:

- _____ *Gold Medal Title Sponsor for \$5,000*
- _____ *Silver Medal Sponsor for \$2,500*
- _____ *Bronze Medal Sponsor for \$1,000*
- _____ I'm happy to make a donation in another amount instead.

OPTIONAL: I would like to sign my company up for a (*please check your option*) Water stop and/or Promotional Tent. We will contact you with further information.

Please fill out the information below:

- I am enclosing a check.
- I would like to pledge an amount and pay at a later date.
- Please invoice me. To be paid on: ___/___/___

Contact Name: _____ Company: _____

Title: _____ Phone: _____

Address: _____

Email: _____

Signature: _____ Date: _____

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Thank you!

Communities In Schools of Durham is a non-profit 501(c)(3) organization as defined in the Internal Revenue Code.
All contributions are fully tax-deductible within the limits of federal and state laws.



Who We Are

Since 1992, Communities In Schools (CIS) of Durham, *part of the nation's most effective dropout prevention organization*, has been dedicated to surrounding Durham's youth with a community of support, empowering them to stay in school and achieve in life. We believe in providing evidence-based programs that produce long-term results. CIS of Durham works in partnership with Durham Public Schools inside of 19 elementary schools, 5 middle schools, 2 high schools and 1 non-traditional high school.

What We Do

INCREASING THE GRADUATION RATE

Our full-time **Graduation Coaches** support students who are typically one to two years behind in course credits. Graduation Coaches customize programming and individualized counseling, creating the necessary support system for students to graduate with a diploma and to prepare them for life after high school. Students experience an intense focus on academic achievement. In addition, they are matched with tutors and mentors, exposed to career and college opportunities and prepared for post-secondary success. This program is in partnership with Durham Public Schools and takes place at the Durham Performance Learning Center, Hillside and Southern High Schools and Neal Middle School.

PREVENTING SUMMER READING SKILLS LOSS

Students from economically disadvantaged families lose an average of 2 months of reading achievement every summer, undermining the hard work of teachers. Over half of these children do not have books at home. **READS**, a federally funded research project in partnership with Harvard Graduate School of Education, investigates how to improve reading skills for rising fourth-graders. Children participate in special lessons at the end of the school year to increase reading comprehension and independent summer reading. Then, books are matched to each child's reading level and interests and mailed home once a week during the summer. Nearly 14,000 books were mailed and given to children this summer.

STRENGTHENING FAMILIES

Parenting is immensely rewarding but can easily become frustrating and challenging, especially when children are difficult to manage. The **Incredible Years Parent Training Series** and **Strengthening Families Program** are based on the principle that if children receive attention for a particular behavior, whether good or bad, they'll continue that behavior. Over the course of several weeks, parents practice positive behavior reinforcement, gain confidence in their parenting skills and find a valuable support system with other parents and their facilitators. These initiatives have won numerous awards as one of the most effective models at reducing juvenile delinquency and child abuse. Both programs are located inside neighborhood schools.