

The First
Day of
School

**Immediate
Campaign**

Campaign
Budget

Sponsorship
Tier
Structure

ROI &
Impact
Metrics

The Ask

BACKPACK CAMPAIGN



Campaign Mission

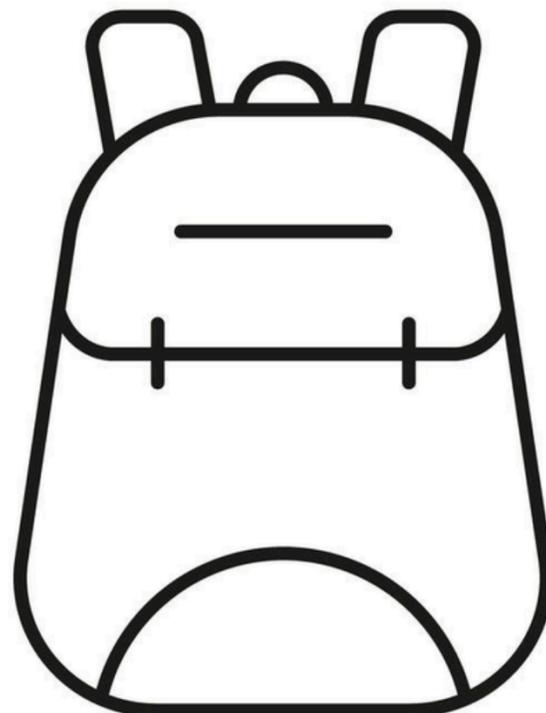
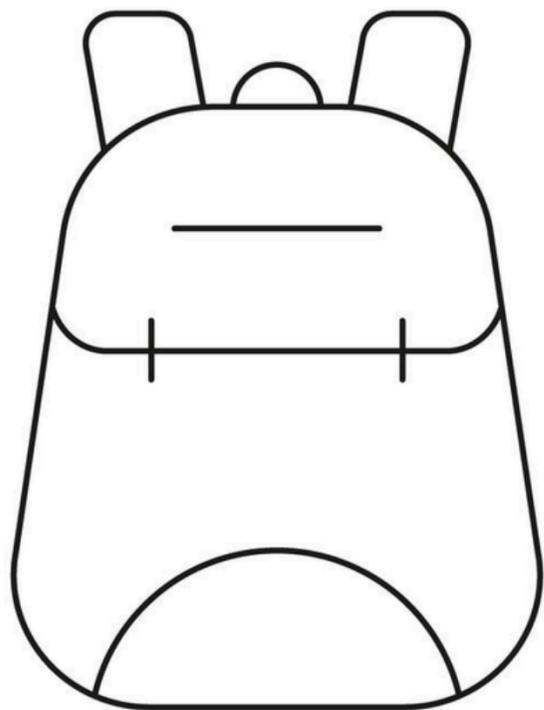
"Engineered for Day One Dominance – where excellence is activated instantly and belonging is not introduced, but embedded".



The First Day of School

Key data points:

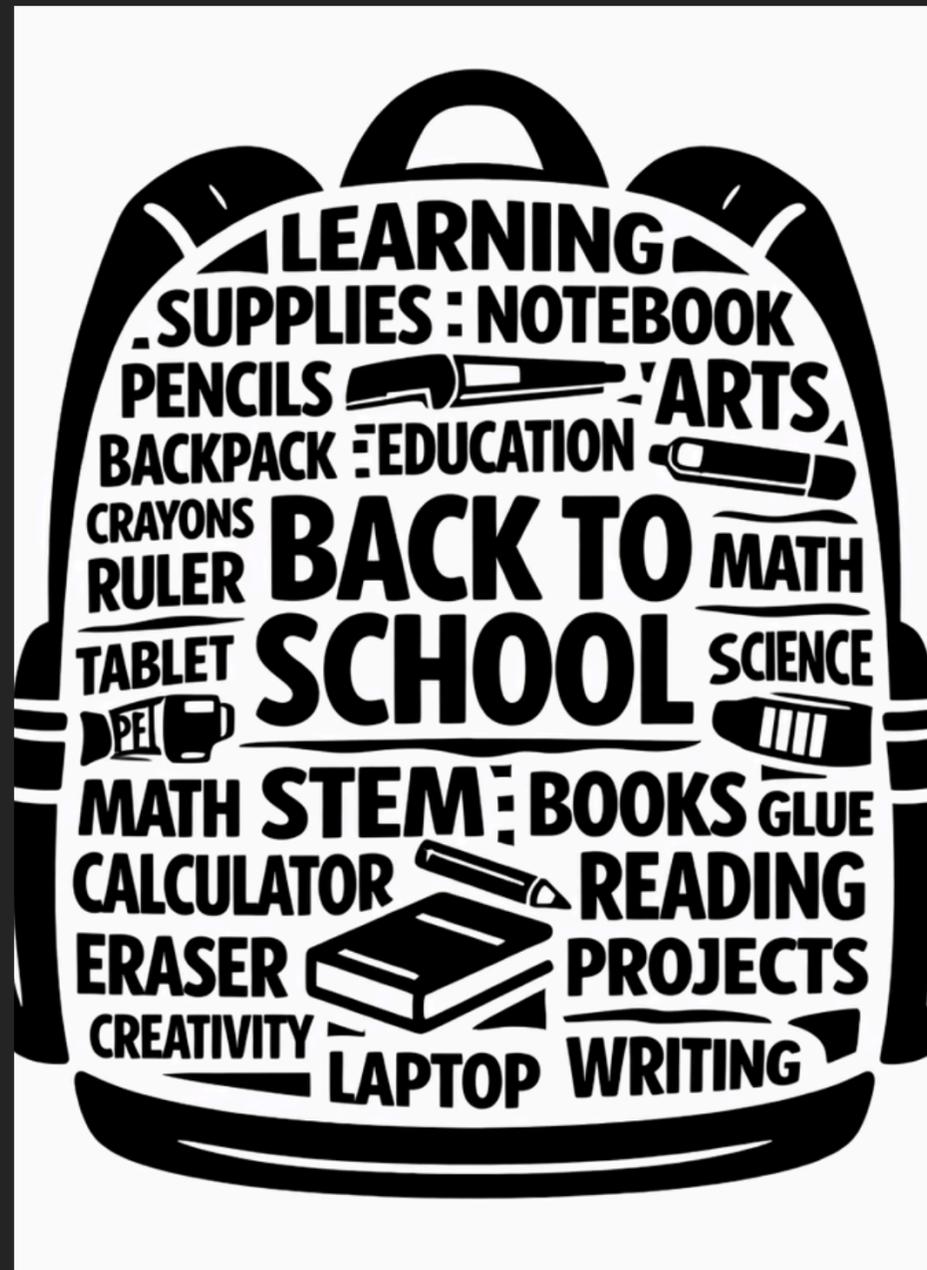
- School supply costs are rising across the country, and local reports show that families are worried about the price of supplies and clothing before school begins.
- Students without supplies, backpacks, experience a lower sense of belonging and lower classroom engagement
- Teachers often personally cover supply gaps.



Child Poverty in New Orleans

UTH DATA Report

The Immediate Campaign



300 Students | Fully Equipped

Each Backpack includes:

- Backpack
- Core School Supplies
- Hygiene kit
- UTH ENCOURAGEMENT SWAG AND SUPPLIES
- Resource Guide for Families

Why the \$500,000 Goal?

\$500,00 is not just about 300 backpacks.

It funds:

- Expansion to additional schools
- year-round academic support
- Emergency supply reserves
- Operational Sustainability
- Staff Coordination
- Data Tracking & Reporting
- Community Workforce Engagement

This campaign is a sustainable school readiness initiative model

Campaign Budget Snapshot

Category	 Estimated Allocation
Backpacks & Supplies	\$40,000-\$60,000
Event Production	\$15,000
Logistics & Storage	\$20,000
Volunteer Activation	\$10,000
Marketing & Media	\$25,000
Infrastructure & Capacity	\$150,000+
Expansion Reserve	Balance toward \$500K

Sponsorship Tier Structure

Title Partner

\$150,000 - \$250,000

Recognition:

- Campaign Naming Rights
- "Equipped to Excel presented by [Company Name]."
- Exclusive logo prominence
- Media recognition
- Executive speaking opportunity
- Co-branded backpacks (optional)
- Employee volunteer day
- Annual impact report spotlight

Visibility

- Event signage
- Step- and Repeat media wall
- Website homepage banner
- Press release lead mention

Sponsorship Tier Structure

Platinum Partner

\$75,000 - \$100,000

Recognition:

- Premium logo thumbnail placement on website and event promotional materials
- Co-branded materials- UTH Foundation clothing item, Platinum partners logo on the back
- Social media campaign spotlight
- Employee engagement opportunity
- Onsite activation booth
- Co-branded backpacks (optional)
- Inclusion in the impact video recap

Sponsorship Tier Structure

Gold Partner

\$25,000 - \$50,000

Recognition:

- Prominent logo placement
- Recognition in media materials
- Volunteer activation option
- Recognition during the event or campaign program

Sponsorship Tier Structure

Silver Partner

\$10,000 - \$24,999

Recognition:

- Logo inclusion
- Social recognition
- On-Site signage
- Community appreciation certificate

Sponsorship Tier Structure

Community Partner

\$5,000 - \$9,999

Recognition:

- Listed recognition
- Website inclusion
- Social appreciation post

Sponsorship Tier Structure

In-Kind Partnership levels

Supply Partner

- Bulk backpacks, supplies, hygiene kits

Logistics Partner

- Warehousing, transportation, and delivery

Media Partner

- Advertising, press coverage, and radio promotion

Venue Partner

- Event holding space

ALL IN-KIND PARTNERS RECEIVE TIER -EQUIVALENT RECOGNITION BASED ON
FAIR MARKET VALUE.

ROI and IMPACT METRICS

PROJECTED IMPACT

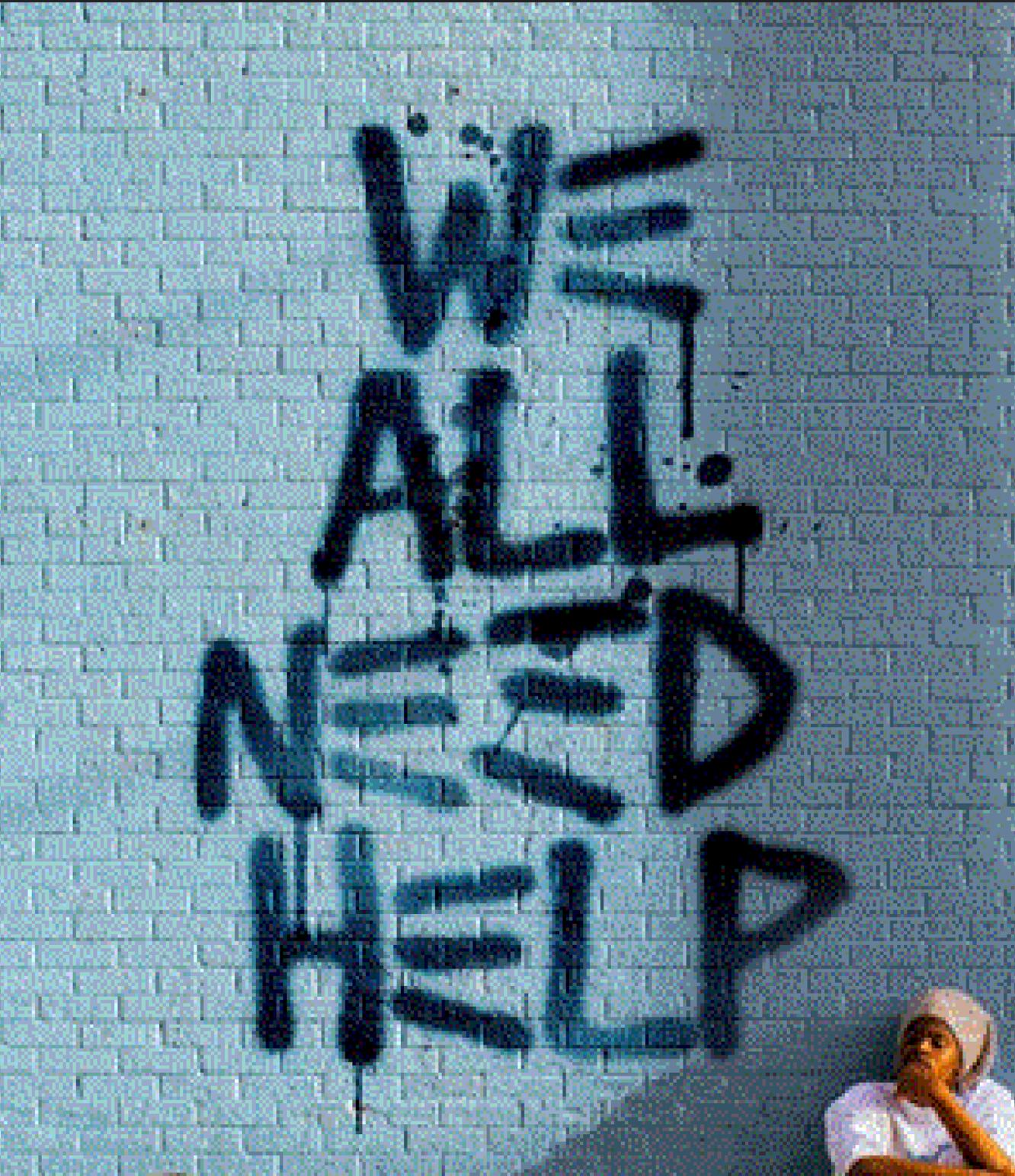
- 300 STUDENTS EQUIPPED
- 600+ FAMILY MEMBERS IMPACTED
- 50 + CORPORATE VOLUNTEER ENGAGED
- 150k DIGITAL IMPRESSIONS
- PRESS COVERAGE OPPORTUNITY

CORPORATE ROI INCLUDES

- COMMUNITY GOODWILL
- BRAND TRUST
- EMPLOYEE ENGAGEMENT
- CSR REPORTING ALIGNMENT



Governance & Accountability



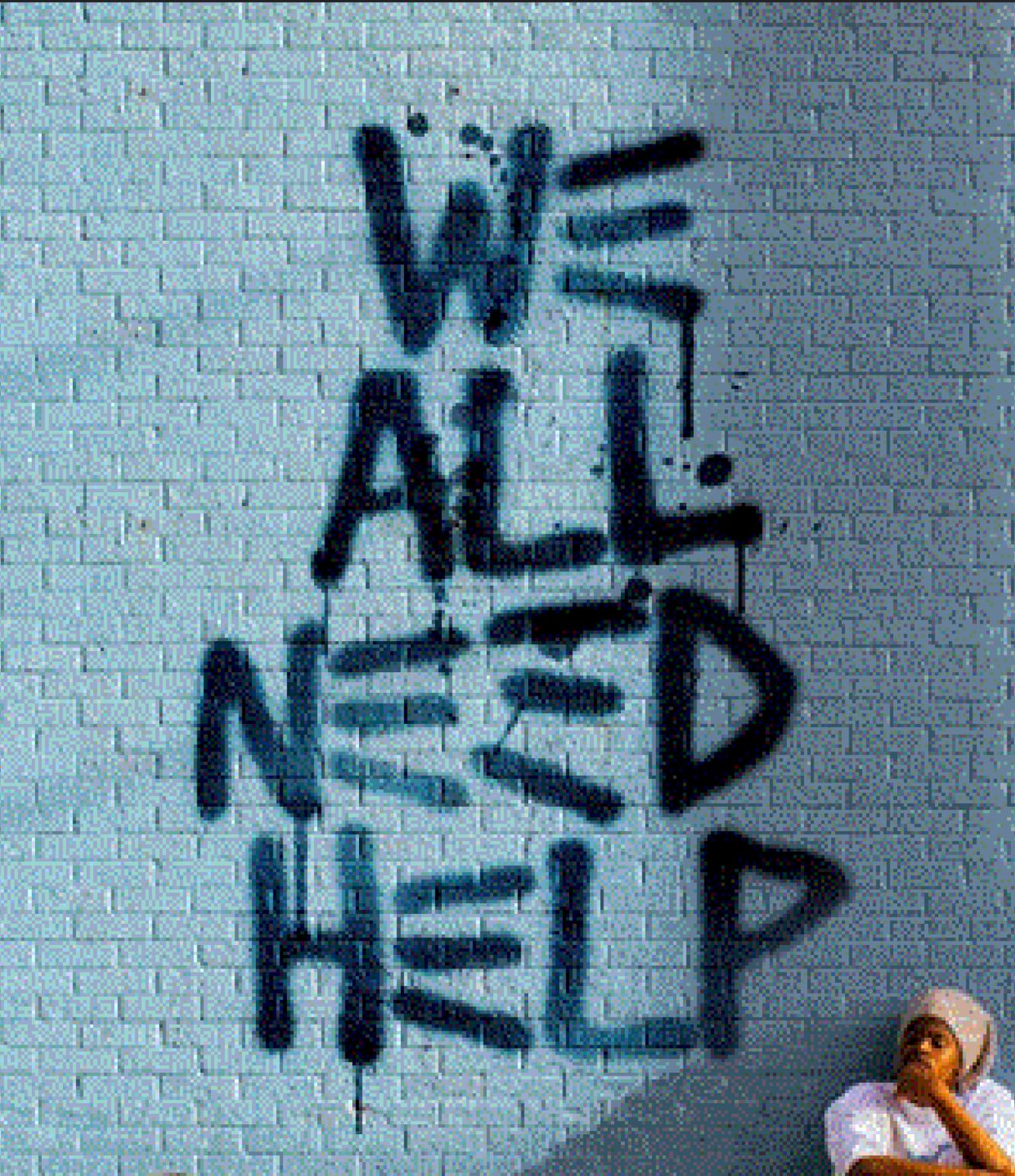
- Transparent financial reporting
- Post-event impact report
- Photo Documentation
- Sponsor recap presentation
- Board oversight

BACKPACK CAMPAIGN SUPPLY LIST

- **Backpacks**
- **Branded or not?**
- **UTH Journals**
- **UTH StickerBackpacks**
- **UTH Sweater**
- **Black/essential V-neckBackpacks**
- **UTH Pens**
- **Binders (2); 2'**
- **Notebook paper: 150 sheets**
- **Spiral notebooks**
- **Hand sanitizer: 2 oz flip cap**
- **Laptop cover**
- **Annual Calendar- pocket size**

- **Wired headphones**
- **Mechanical Pencils**
- **Crayons (24)**
- **Color Pencils: 24 Count**
- **Markers: 20 Color Markers**
- **Composition Notebooks (Marble)**
- **Pocket folders- Multi colors; 2-pocket plastic folders**
- **Index Cards- 1-- ruled index cards 100 count**
- **Sticky Notes: 8 pack bright sticky pads 3 x 3**
- **Copy paper- ream (500 sheets)**

THE ASK



WE ARE INVITING VISIONARY
CORPORATE PARTNERS TO HELP
BUILD MORE THAN A GIVEAWAY.

WE ARE BUILDING READINESS,
DIGNITY, AND OPPORTUNITY



Thank You
So Much!