

**EVERY DISTRICT**  
**EVERY PUBLIC SCHOOL**  
**EVERY *SINGLE* CHILD**

SchoolsRule Event Sponsorship Menu  
2015

**SCHOOLS****RULE****MARIN**

### WHO ARE WE?

SchoolsRule-Marin is a coalition of all Marin public school foundations working in partnership with the Marin County Office of Education to benefit every public school student in the County. Together with the communities and businesses of Marin, we can bridge the gap between state funding and what it actually takes to ensure that all students, in all of our schools, have access to the same high quality programs and the same opportunities for success.

### WHO BENEFITS?

Directly - 35,344 children in Marin County Public Schools.

Indirectly - Whether you have kids in public school or not, every aspect of life in Marin improves when our public schools have the resources to do their job.

### WHY SUPPORT SCHOOLSRULE?

Public schools throughout California have lost \$55 million over the last few years. While state funding is now stabilized, it will be several years before funding levels are restored to pre-cut levels. As a result, district parents have created charitable foundations to raise money to help cover these costs. But foundations in less affluent areas of Marin have struggled to raise the considerable funds necessary to provide for a high quality education that puts every child on a level playing field. SchoolsRule is an unprecedented program in which every school foundation and district in Marin are working together as one to raise funds to support every district, every foundation, every school and every child in Marin County public schools.

### IMPACT WILL BE FELT BY EVERY CHILD

\$220,000 was distributed on October 24, 2012, \$400,773 was distributed on October 23, 2013 and \$440,954 was distributed on October 2, 2014 on a per-student basis to the school foundations and school districts of Marin, totaling over \$1 million of funds to date.

\*detailed distribution report attached.

## HOW WILL THE MONEY BE USED?

All funds will be used in the areas of literacy, technology, the arts and health.

## HOW ARE FUNDS DISTRIBUTED?

Funds are distributed yearly on a per-student basis to school foundations, and if no foundation exists serving a school, the funds will go directly to the school district.

Bolinas-Stinson School District, *Bolinas-Stinson School Foundation*

Dedication to Special Education

Dixie School District, *Can Do!*

Kentfield School District, *kik*

Lagunitas School District, *LEAP*

Larkspur-Corte Madera School District, *SPARK*

Mill Valley School District, *Kiddo!*

Nicasio School District, *Nicasio School Foundation*

Novato Unified School District, *School Fuel*

Reed School District, *The Foundation for Reed Schools*

Ross School District, *Ross School Foundation*

Ross Valley School District, *YES*

Rural School Districts: Laguna, Lincoln, Union

San Rafael City Schools, *HeadsUp*

Sausalito Marin City School District

Shoreline School District

Tamalpais Union High School District:

*The Drake Fund*

*Tam High Foundation*

*The Redwood High Foundation*

## 2015 Business Partners

(as of 4/23/2015)



## 2014 Business and Foundation Donors

### ANGEL AND PRESENTING

Paradise Foods

### PLATINUM

Bank of Marin  
Kaiser Permanente  
Gruber Family Foundation  
Jon & Gale Love Family Fund  
Thomas & Joanne Peterson Family Fund  
Wells Fargo Foundation

### GOLD

County of Marin  
Price Family Dealerships  
Phyllis Friedman

### SILVER

Bob & Alex Griswold  
Marin General Hospital  
Marin Sanitary Service  
Novato Community Hospital  
Opus Community Foundation  
PG&E

### FOUNDING PARTNERS

Marin Community Foundation  
Marin Independent Journal  
Venables Bell & Partners

### TABLE SPONSORS

Mary Jane Burke  
College of Marin  
Dominican University  
Dutra Group  
Fagen, Friedman & Fulfroost  
Phyllis Friedman  
Kenneth and Joan Gosliner Foundation  
Hennessy Funds  
Kaiser Permanente  
Lozano Smith  
Marin Community Foundation  
Marin Cultural Commission  
Marin Sanitary Service  
Ruth and Robert Dell  
Beyond Differences / Laura Talmus and Ace Smith  
McLeran Roofing  
Robert J. and Paula B. Reynolds Fund

### IN-KIND

CBS Outdoor  
Claire-Marie and Wendell Laidley  
E&J Gallo Winery  
Lagunitas Brewing Company  
MSI Litho

### OTHER

Montecito Plaza Shopping Center  
Big 4 Party Rentals

## ENCHANTED CIRCUS 2013 AND 2014 WERE NIGHTS TO REMEMBER... JOIN US AGAIN...

In an unprecedented partnership with the Marin County Fair, SchoolsRule-Marine was the theme partner for the duration of the fair July 3-8, 2013. The Marin County Fair is a 74-year-old, national award-winning event that draws more than 120,000 attendees. Throughout the fair, many exhibits, presentations, performances and contests celebrated the students and schools of Marin County.

On the eve of the fair, the first-ever fundraising gala benefitting all Marin County public schools was held in the Pavilion Tent. It was a night of enchantment, which drew 500 people and accolades from all who attended. A second equally successful event was held on July 1, 2014. More than \$300,000 was raised at each event from generous corporate and community support.

## SCHOOLSRULE THIRD ANNUAL FUNDRAISING GALA

We are pleased to announce that SchoolsRule-Marine will be holding the third annual fundraising gala under the Pavilion Tent at the Marin County fairgrounds. The event is the signature fundraising event supporting public schools countywide.

## EVENT DETAILS

June 30, 2015

Pavilion Tent, Marin County Fairgrounds  
10 Avenue of the Flags, San Rafael

5:00 p.m. - 6:30 p.m. - cocktails & passed hors d'oeuvres

7:00 p.m. - 9:00 p.m. - sit-down dinner

### Event Overview

Mark your calendar for an enchanted evening for 500 guests, complete with cocktails, hors d'oeuvres, sit-down dinner and entertainment. Mary Jane Burke, Marin County Superintendent of Schools, will greet guests upon sitting, play a brief video about SchoolsRule and then hold a short "raise your paddle." The evening will end with a dessert station outside the tent, overlooking the fairgrounds, lit-up by the spinning Ferris wheel and whirling rides.

## DIAMOND SPONSOR \$50,000

### PRINT ADVERTISING & MARKETING

Logo placement in full page full-color ad in The Marin IJ

(minimum 10 runs)

Event invitation

(we anticipate sending 1,500 printed and many more via email)

Logo placement in CBS Outdoor bus shelter ad

(5 locations during the months of May & June; up to 458,292 viewers)

Logo placement in full-page space in Marin Center Magazine

(55,000+ direct mail readers; 5,000 distributed at fair gates)

Thank you ad in the Marin IJ

### ONLINE/SOCIAL MEDIA

E-invitation

SchoolsRule website

Event website

Marin County Fair Facebook page

(2 event postings linking to event website, each in May & June; reaches 4,500+ fans)

Marin County Fair website

(will include link to event website on various pages; over 100,000 visits last year)

Marin County Fair E-News

(will include link to event website, 10 of which go out in March & June; reaches 17,000+ online subscribers)

### NIGHT OF THE EVENT

12 event tickets

Stage signage at the event

Intro by Mary Jane Burke, Marin County Superintendent of Schools

Opportunity to give a brief speech



## PLATINUM SPONSOR \$25,000

### PRINT ADVERTISING & MARKETING

Logo placement in full page full-color ad in The Marin IJ  
(minimum 10 runs)

Event invitation

(we anticipate sending 1,500 printed and many more via email)

Logo placement in CBS Outdoor bus shelter ad

(5 locations during the months of May & June; up to 458,292 viewers)

Logo placement in full-page space in Marin Center Magazine

(55,000+ direct mail readers; 5,000 distributed at fair gates)

Thank you ad in the Marin IJ

### ONLINE/SOCIAL MEDIA

E-invitation

SchoolsRule website

Event website

Marin County Fair Facebook page

(2 event postings linking to event website, each in May & June; reaches 4,500+ fans)

Marin County Fair website

(will include link to event website on various pages; over 103,000 visits in 2012)

Marin County Fair E-News

(will include link to event website, 10 of which go out in March & June; reaches 17,000+ online subscribers)

### NIGHT OF THE EVENT

6 event tickets

Premier signage at the event

Acknowledgment by Mary Jane Burke, Marin County Superintendent of Schools



## GOLD SPONSOR \$10,000

### PRINT ADVERTISING & MARKETING

Logo placement in full page full-color ad in The Marin IJ

(minimum 10 runs)

Event invitation

(we anticipate sending 1,500 printed and many more via email)

Logo placement in CBS Outdoor bus shelter ad

(5 locations during the months of May & June; up to 458,292 viewers)

Logo placement in full-page space in Marin Center Magazine

(55,000+ direct mail readers; 5,000 distributed at fair gates)

Thank you ad in the Marin IJ

### ONLINE/SOCIAL MEDIA

E-invitation

SchoolsRule website

Event website

Marin County Fair Facebook page

(2 event postings linking to event website, each in May & June; reaches 4,500+ fans)

Marin County Fair website

(will include link to event website on various pages; over 103,000 visits in 2012)

Marin County Fair E-News

(will include link to event website, 10 of which go out in March & June; reaches 17,000+ on-line subscribers)

### NIGHT OF THE EVENT

4 event tickets

Signage at the event





## SILVER SPONSOR \$5,000

### PRINT ADVERTISING & MARKETING

Logo placement in full page full-color ad in The Marin IJ  
(minimum 10 runs)

Event invitation

(we anticipate sending 1,500 printed and many more via email)

Thank you ad in the Marin IJ

### ONLINE/SOCIAL MEDIA

SchoolsRule website

Event website

### NIGHT OF THE EVENT

2 event tickets

Signage at the event

## TABLE SPONSOR \$3,000

### PRINT ADVERTISING & MARKETING

Thank you ad in the Marin IJ

### NIGHT OF THE EVENT

12 event tickets

## SCHOOLSRULE-MARIN FUNDRAISING EVENT

**June 30, 2015 – 5:00 p.m. Pavilion Tent, Marin County Fairgrounds**

*Marin's third annual countywide fundraiser supporting all public schools*

### Sponsorship Levels

- \$100,000 – Angel
- \$50,000 – Diamond Sponsor
- \$25,000 – Platinum Sponsor
- \$10,000 – Gold Sponsor
- \$5,000 – Silver Sponsor

### Table Purchases

Tables for the event are available for \$3,000 for 12 seats

- Please reserve \_\_\_ table(s) at \$3,000 per table

### Event Tickets

- Please reserve \_\_\_ ticket(s) at \$250 per ticket

We are pleased to support SchoolsRule-Marin! Enclosed please find a check for \$ \_\_\_\_\_ or CC# \_\_\_\_\_ Ex. Date \_\_\_\_\_ CSV \_\_\_\_\_ for the sponsorship indicated above.

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Please make your check out to SchoolsRule-Marin and mail to:  
SchoolsRule-Marin  
c/o Marin County Office of Education  
P.O. Box 4925  
San Rafael, CA 94913

For more information, please contact:  
Trisha Garlock at [trisha.garlock@schoolsrule.org](mailto:trisha.garlock@schoolsrule.org) or  
Rebecca Caspersen at [rebecca.caspersen@schoolsrule.org](mailto:rebecca.caspersen@schoolsrule.org) or  
[info@schoolsrule.org](mailto:info@schoolsrule.org)  
415-491-6659



## IN OCTOBER 2014 WE DISTRIBUTED \$440,954 HERE IS HOW THESE FUNDS ARE IMPACTING EACH OF THE DISTRICTS

### **Bolinas-Stinson Union School District - Bolinas-Stinson Beach School Foundation: \$1,405.16**

The Bolinas-Stinson Beach School Foundation will use the funds on the school library. The funds will go towards the purchase of new books and provide funding for any additional needs requested by the librarian. Funds will also be available for students who cannot afford to purchase books during the annual book fair.

### **Dixie School District – Can Do! Education Foundation: \$23,941.77**

Can Do! will use the SchoolsRule monies to help pay for performing arts clubs and instruction in their schools. Examples of these programs are the jazz ensemble and honor orchestra, Books to Bravo program with San Francisco Opera Guild, performing arts clubs and a school play at their middle school.

### **Kentfield School District –kik, Kentfield Schools Foundation: \$14,980.95**

Kentfield Schools Foundation will continue to fund the collaborative, multi-discipline, curriculum-based art mosaic mural project celebrating the 100-year anniversary at Kent Middle School. Every Kent student has worked on this project. In addition, the monies will also fund additional equipment needed for the Maker Space programs at both Kent and Bacich Elementary Schools. It will help fund and replenish Maker Space consumable supplies and allow their students to be highly creative while learning to integrate Science, Technology, Engineering, Art and Math.

### **Lagunitas School District - LEAP: \$3,593.06**

SchoolsRule funds will go toward band and assemblies at Lagunitas.

### **Larkspur-Corte Madera School District - SPARK: \$17,727.77**

SPARK is grateful for the SchoolsRule donation and plans to use these funds for Digital and Visual arts supplies, software to support arts integration, literacy materials and additional technology (tablets) for classroom use.

### **Mill Valley School District - Kiddo!, Mill Valley Schools Community Foundation: \$39,417.63**

Kiddo! will continue funding the additional 10+ hours a week of library aide time to serve the Mill Valley Middle School which has grown from 650 to over 1,000 students in the past few years so that no child will be turned away from checking out books or shown the latest new titles. Kiddo! will also expand the dance program from 20 to 32 sessions for every kindergarten classroom at all five elementary schools. Funds will also be used for the new music technology class at the Mill Valley Middle School to provide music opportunities for students.

### **Nicasio School District - Nicasio School Foundation: \$640.89**

Nicasio will use these funds to support their performing arts program.

### **Novato Unified School District – School Fuel: \$98,106.80**

School Fuel will use its SchoolsRule grant to fund one visual or performing arts class at each of the middle and high schools, as well as pay for visual arts teaching stipends and classroom materials at each of the eight elementary schools.

### **Reed Union School District - The Foundation for Reed Schools: \$18,776.49**

Reed will be using this funding to train teachers on the integration of technology into K-8 curriculum.

### **Ross School District – Ross School Foundation: \$4,549.22**

Ross School will use the funds to purchase instruments for their Music Program. They have just expanded instrumental music to start in fourth grade.

### **Ross Valley School District – YES, Ross Valley Schools Foundation: \$27,745.55**

YES will add SchoolsRule money to support two Inventors Lab classes as part of their STEAM program in middle school. YES's mission is to raise funds and advocate for programs that provide all children access to a complete education, including meaningful and sustained exposure to the arts and other vibrant educational programs.

### **Rural School Districts and Marin County Office of Education: \$1,207.91**

These funds will be used to support arts and technology programs at Laguna School District, Lincoln School District, Union Joint School District, Phoenix Academy, Oracle Independent Study, Marin's Community School and Juvenile Court School.

### **San Rafael Elementary and High School Districts - HeadsUp: \$82,093.97**

San Rafael Public Education Foundation, HeadsUp, will continue funding the expansion of their K-8 music program. Funds will be used for middle school orchestra, jazz bands, chorus and a marching band. Funds will also be used to continue to support 4th and 5th grade music programs at every elementary school and to enhance the 3rd grade music program in all elementary schools - for the first time ever! In the high schools, HeadsUp will continue support two college counseling advisors at Terra Linda and San Rafael High Schools.

### **Sausalito-Marin City School District: \$5,693.01**

Money from SchoolsRule is used to further support the visual arts program at both Martin Luther King Jr. and Willow Creek Academies. Through the generosity of SchoolsRule, students have access to necessary high quality materials and supplies needed to spark creativity and passion for artistic expression.

### **Shoreline Unified School District: \$6,553.84**

Shoreline will use the funding to purchase a program called Footsteps2Brilliance which is used to propel Pre K students into Literacy and has a proven data driven track record of closing the reading achievement gap for students by grades 1, 2 and 3.

### **Tamalpais Union High School District: \$3,623.88**

These funds will be used to support arts and technology at Tamiscal and San Andreas High Schools.

### **Redwood High School: \$18,839.74**

Redwood High School Foundation will be using the SchoolsRule funds to help convert "Room 306", an old shop room, into a performing arts space for class instruction, rehearsals and small performances. The funds will be used for energy efficient lighting, curtains, a sound system and risers for seating, enhancing the facility so that it can serve the entire Redwood community.

### **Drake High School: \$11,148.60**

The Drake Fund will be using its allocation to help fund the guest artist program for the Music Department. A few highlights include bringing in a vocal specialist to continue working with both the regular and jazz choirs, and woodwind and brass specialists for the band. Our traditional guest artist spring concert program allows professional jazz musicians to provide clinics and then perform original pieces with our students.

### **Tam High Foundation: \$14,759.37**

Tam High Foundation is using the SchoolsRule funds to keep the library open until 7 p.m. each day where they have books, computers and digital libraries with a librarian. The Tam High Library would close every day at 3 p.m. if the Tam High Foundation were not funding the library aide. The aide is bilingual and assists students with computer usage and project assistance. For many students this is the only available computer resource and the only quiet studying environment they have.

### **Countywide Special Education – Dedication to Special Education: \$46,148.39**

Dedication to Special Education (DSE) will use the funds to support their Grants to Special Educators Program which provides classroom equipment, technology and teaching materials throughout Marin County. DSE is committed to providing teachers with the tools they need to help students access learning opportunities. More and more, this means new technologies.

**EVERY ASPECT OF LIFE IMPROVES **WHEN**  
**OUR PUBLIC SCHOOLS HAVE THE**  
**RESOURCES** TO DO THEIR JOB**

**ARE YOU IN?**

**WWW.**SCHOOLSRULE**.ORG**