



SAN RAFAEL PUBLIC EDUCATION FOUNDATION
P.O. BOX 150157, SAN RAFAEL, CA 94915 • headsupsr.org

Board of Directors

Alicia Malet Klein
President

Tanya Burdick
Vice President

Whitney O'Neill
Secretary

Kris Jackson
Treasurer

Emily Busch
Amy Fogliani
Tory Harter
Tracey Hessel
Lindsey Holtaway
Amy Jonak
Gina Kossler
Stacey Laumann
Melinda MacKaben
Ellie Marsh
Melissa Tervet

Superintendent

Carmen Diaz Ghysels

Board of Trustees Rep

Carolina Martin

Emeritus Board

Gary Anspach
Courtney Budesza
Jenny Callaway
Morry Cater
Cindy Chung
Tiffani Clarke
Carol Farrer
Pam Franklin
Cathy Gallagher
Patty Garbarino
Cari Gerlach
Maika Llorens Gulati
Linda Hamza
Brooke Hansen
Francesca Kennedy
Aimi Dutra Krause
Laurie Martinez
Carlene McCart
Carole MacPhail
Kathy O'Keefe
Laurie Pedersen
Naomi Spiegelman
Patty Thayer
Judy Tuatagaloa
Mary Widdifield
Pat Wootton
Cynthia Wuthmann

Executive Director

Michelene Moayedi

February 8, 2024

HeadsUp, the longstanding public school foundation for San Rafael City Schools, is asking our business community to partner with us and make a lasting impact for our students!

Our school district, like many across California, is facing a critical moment in time as it grapples with an alarming budget outlook, requiring significant spending reductions and ultimately affecting all of our school sites.

Now, more than ever, the support of our community is vital to ensure that essential programs, such as arts enrichment, college access initiatives, and student mental health resources, remain intact. These programs play a crucial role in shaping well-rounded individuals, fostering academic success, and addressing the holistic needs of our students.

The financial challenges ahead threaten the very fabric of these programs that have proven to be instrumental in our students' development. Research data clearly shows that enrichment and mental health programs lead to higher academic achievement and improved social emotional well-being for our students. We are turning to businesses like yours, known for your commitment to building and fostering community and asking you to partner with HeadsUp in bridging the funding gap.

Here are the key areas where your support can make a significant difference:

1. **Arts Enrichment:** Your contribution will help sustain and expand our arts programs, providing students with creative outlets that not only enhance their education but also contribute to the cultural vibrancy of our community.
2. **College Access Initiatives:** By supporting college access programs, you directly contribute to breaking down barriers for students pursuing higher education, ensuring that financial constraints do not limit their aspirations.
3. **Student Mental Health:** The well-being of our students is paramount. Your donation will help fund mental health resources and our wellness centers, providing critical support to students navigating the challenges of today's world.

HeadsUp is determined to rise to the occasion and support our school district during this challenging time. We believe that, together with businesses like yours, we can make a lasting and essential impact on the lives of the students who represent the future of our community.

We invite you to be a part of this important initiative by making a contribution to HeadsUp. There are two opportunities to support HeadsUp, either as a business partner or as a sponsor of our HeadsUp Carnival, details enclosed. With over 5000 families in San Rafael schools and over 7000 students, both options offer significant exposure and marketing for your business, but most importantly, **your support will not only be an investment in education but a testament to your commitment to the well-being and success of the next generation.**

Warmest regards,

Michelene Moayedi, Executive Director

Business Partnership Program Application

Elevate Education for Every Student in San Rafael



Company Name (as it should appear on promotional materials)

Contact Name	Contact Phone	Email
--------------	---------------	-------

Address	City	State	Zip Code
---------	------	-------	----------

Company Email	Company Phone	Website
---------------	---------------	---------

Business Partner Program Donor Level

- \$10,000 Matching Gift Partner
- \$5,000 Diamond Business Partner
- \$2,500 Platinum Business Partner
- \$1,500 Gold Business Partner
- \$750 Silver Business Partner
- \$500 Bronze Business Partner
- _____ other amount

Carnival Sponsorship Options

- \$5,000 Raffle Sponsorship
- \$3,000 Main Stage Sponsorship
- \$2,000 Food Court Sponsorship
- \$1,500 Games/Bounce House Sponsorship
- \$1,000 Steel Pan Stage Sponsorship
- \$500 Booth Rental at Carnival
- \$250 General Supporter

Method of Payment

- Check: Payable to "HeadsUp"
- Online at www.headsupsr.org or by scanning the relevant QR Code below.
- Credit Card:

Card Number	Exp. Date	CVV Code
-------------	-----------	----------

Card Holder Signature	Date
-----------------------	------

My children attend/ed _____ school/s.

Please return this form with payment to: **HeadsUp, P.O. Box 150157, San Rafael, CA 94915**
 Please email a high resolution file of your company logo to: **michelene@headsupsr.org**
 Thank you very much for your generosity. Your donation is tax-deductible. (Tax ID: 94-2838374)

Business Partner Online Donation	Carnival Sponsorship
-------------------------------------	-------------------------



Questions? Please contact us.
 (415) 902-8841 • info@headsupsr.org • www.headsupsr.org

Become a HeadsUp Business Partner

Elevate Education for Every Student in San Rafael



In return, we will promote your business to over 5,000 families
(Over 7,000 students) in San Rafael City Schools

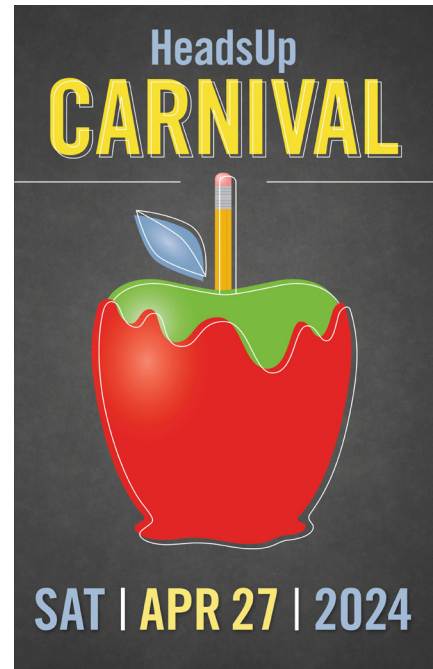
2024 BUSINESS PARTNERSHIP PROGRAM DONOR LEVELS AND BENEFITS

WHAT YOU GET	WHAT YOU GIVE
<p>\$500 — BRONZE BUSINESS PARTNER</p> <ul style="list-style-type: none"> • A store-front decal to identify your business as a supporter of our local schools • Year-round listing on the Business Partner Page of the HeadsUp website 	<p>\$500 CAN FUND...</p> <ul style="list-style-type: none"> • Outdoor art boards for transitional kindergarten <i>or</i> • Yoga mats and videos for special day class <i>or</i> • Listening center books for 22 students
<p>\$750 — SILVER BUSINESS PARTNER</p> <p>All of the above, plus</p> <ul style="list-style-type: none"> • A featured business listing in one of our newsletters, emailed to 5,000 families plus 730 teachers and staff • One social media post on Facebook and Instagram • Optional Table/Booth at HeadsUp Carnival Event 	<p>\$750 CAN FUND...</p> <ul style="list-style-type: none"> • STEM manipulatives and project supplies <i>or</i> • Robotic design materials for 50 middle school students <i>or</i> • Silkscreening equipment for a high school graphic design course
<p>\$1,500 — GOLD BUSINESS PARTNER</p> <p>All of the above, plus</p> <ul style="list-style-type: none"> • Full-color banner at HeadsUp Carnival entrance • Share and/or retweet of social media post by the SRCS social media pages 	<p>\$1,500 CAN FUND...</p> <ul style="list-style-type: none"> • After-school coding class for 20 students <i>or</i> • Training for high school Link Crew leaders <i>or</i> • 2 middle school marching band competitions <i>or</i> • Social Emotional Learning (SEL) tools and materials for 2nd grade classes
<p>\$2,500 — PLATINUM BUSINESS PARTNER</p> <p>All of the above, plus</p> <ul style="list-style-type: none"> • Acknowledgement as a sponsor with your company logo on event publicity, including print, email, and social media • Your company logo on the HeadsUp website, with link • One dedicated email flyer to all San Rafael families and one dedicated social media post of the same flyer 	<p>\$2,500 CAN FUND...</p> <ul style="list-style-type: none"> • 15 weeks of music class for 25 students <i>or</i> • Color Guard program at the middle school <i>or</i> • Materials to support Suicide Prevention Week at the High School <i>or</i> • Project based learning materials for 50 high school students
<p>\$5,000 — DIAMOND BUSINESS PARTNER</p> <p>All of the above, plus</p> <ul style="list-style-type: none"> • Acknowledgement throughout the day during our events • Acknowledgement in HeadsUp bi-monthly e-newsletter with linked logo • Recognition as a "Business Partner of the Month" on the HeadsUp website homepage, with link • A HeadsUp thank you plaque to display at your business 	<p>\$5,000 CAN FUND...</p> <ul style="list-style-type: none"> • 30 weeks of art class for 25 students <i>or</i> • 1 year of after-school makers class for 40 middle school students <i>or</i> • 13 weeks of college consulting <i>or</i> • Materials and supplies for the high school wellness center
<p>\$10,000+ — MATCHING GIFT PARTNER</p> <p>Help fund all of the above and spur greater giving by doubling donations made by our parent community (up to \$10,000) with a matching grant! Your company will be featured in all parent solicitation emails, mailings, and social media posts as matching donations dollar for dollar. Match program to run Nov/Dec of 2024 as part of a #givingtuesday campaign.</p>	

2024 HeadsUp Carnival Sponsorship Opportunities



\$5,000 — RAFFLE SPONSOR
<ul style="list-style-type: none"> • Logo printed on 20,000 raffle tickets to be sold in the community • Includes Table/Booth at Event • Multi Platform Social Media highlight/tag Pre and Post Event • Highlight in all HeadsUp Carnival Communications Pre and Post Event • Store-front decal to identify your business as a supporter of our local schools
\$3,000 — MAINSTAGE SPONSOR
<ul style="list-style-type: none"> • Large Vinyl Banner Prominently Displayed at Carnival Mainstage • Includes Table/Booth at Event • Multi Platform Social Media highlight/tag Pre and Post Event • Highlight in all HeadsUp Carnival Communications Pre and Post Event • Highlight in HeadsUp newsletter • Business Logo and Listing on HeadsUp Carnival Website Page • Store-front decal to identify your business as a supporter of our local schools
\$2,000 — FOOD COURT SPONSOR
<ul style="list-style-type: none"> • Large Vinyl Banner Prominently Displayed at Carnival Food Court • Includes Table/Booth at Event • Multi Platform Social Media highlight/tag Pre and Post Event • Highlight in HeadsUp newsletter • Store- front decal to identify your business as a supporter of our local schools
\$1,500 — GAMES/BOUNCE HOUSE SPONSOR
<ul style="list-style-type: none"> • Banner prominently displayed at Carnival Games/Bounce House Area • Multi Platform Social Media highlight/tag Pre and Post Event • Highlight in HeadsUp newsletter • Store-front decal to identify your business as a supporter of our local schools
\$1,000 — STEEL PAN STAGE SPONSOR
<ul style="list-style-type: none"> • Banner prominently displayed at Steel Pan Stage • Highlight in HeadsUp newsletter • Store-front decal to identify your business as a supporter of our local schools
\$500 — BOOTH RENTAL AT CARNIVAL
<ul style="list-style-type: none"> • Includes a 10x10 space at Carnival. Businesses must supply their own tent and include an activity or game. You may have signage, brochures and swag to promote your business. Nonprofits and local government agencies may participate without sponsorship required with prior approval.
\$250 — GENERAL SUPPORTER
<ul style="list-style-type: none"> • If you are unable to attend Carnival or not interested in the options listed above, but would still like to support the mission of HeadsUp!



Good Schools Are Everyone's Business

The HeadsUp Carnival Sponsorship Program offers an opportunity to make a statement about your organization's commitment to education and dedication to our community. Good schools foster and sustain vibrant communities and ongoing economic success.

As a HeadsUp Carnival Sponsor, you will enjoy a unique opportunity to promote and market your business to over 5,000 families in the San Rafael City School District. With multiple sponsorship opportunities, there is an option for every business to support the mission of HeadsUp and ensure the organization's ability to support ALL students in our District.