

Details

In 2017, Classroom Central launched its new Mobile Free Store, **ClassVROOM Central**, or **VROOM**. This “free store on wheels” provides school supplies to teachers and students in all six districts we serve. This exciting expansion allows teachers to shop for their classrooms directly from their school parking lot and hand-select items their students need to be successful in the classroom and at home.

Stuff the Truck Events

In addition to providing supplies to thousands of students and teachers, VROOM sponsors have the opportunity to engage their employees and additional community members through “Stuff the Truck” supply drive events. Through extensive promotional efforts, sponsorship provides your company with the opportunity to increase traffic and sales by driving customers into your store to purchase items for donation. “Stuff the Truck” events generally take place in the summer in conjunction with our back-to-school collection drives.

Benefits of Sponsorship

- **Increase Visibility:** Our numerous media partnerships and robust social media platforms allow you to increase your company’s visibility and exposure
- **Sell More Product:** Customers will shop at your location to contribute to the Stuff the Truck event
- **Show You Care:** Employee volunteer opportunities are available on location during the event, as well as throughout the year at our Free Store and Mobile Free Store.



VROOM Sponsorship Opportunities and Benefits

All sponsorships are renewable annually.

Program Sponsorship Benefits	Sponsorship Tiers			
	Title Sponsor \$25,000+	Summa Cum Laude \$15,000+	Magna Cum Laude \$7,500+	Stuff the Bus \$2,500+
Exclusive Branding Rights: Large logo on exterior of vehicle: "ClassVroom Central powered by Sponsor Name"	☉			
Exclusive Naming Rights: Name in all related press releases: "ClassVroom Central powered by Sponsor Name"	☉			
Logo on exterior of vehicle: Prominent logo featured on exterior of vehicle		☉		
Logo on interior shelving of ClassVroom Central	3 places	2 places	1 places	
Logo/Name on signage that travels with Mobile Free Store	Logo Year-Round	Logo Year-Round	Logo Year-Round	Name Day of Event
Host a Stuff the Truck event	Optional	Optional	Optional	☉
Opportunity to distribute branded item in Mobile Free Store	Year-Round	Year-Round		Day of Event
Recognition during Mobile Free Store announcements	☉			Day of Event
Logo in Classroom Central electronic newsletter	2 issues	1 issue		
Recognition in Mobile Free Store related e-blast(s)	2 eblasts	1 eblast	1 eblast	1 eblast
Logo on Classroom Central website throughout year	☉	☉	☉	
Recognition on Mobile Free Store Online Teacher Portal website	Logo	Name		
Logo on digital donor display in the Classroom Central Free Store throughout year	☉	☉	☉	
Name mention on Classroom Central social media	☉	☉	☉	☉
Opportunity to write guest blog post	☉	☉	☉	☉
Opportunity for staff to volunteer during school visits	☉	☉	☉	☉
Membership in Major Donor Society and invitation for four to attend our Major Donor Society event	☉	☉	☉	

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