

# *Sponsorship Opportunities*

## *2017-2018*



## *Moving classrooms into*

## *What is Beyond Classrooms Kingston?*

Beyond Classrooms Kingston is an innovative approach to inquiry-based learning, which enhances children's understanding of their world.

*"I'm learning so much! I can't wait for tomorrow."*

The Open Minds concept links students to cultural sites such as: museums, galleries, and historic sites; universities; and civic facilities. These community spaces welcome a class of children to use their site as a "classroom" for a full week. Students are encouraged to slow down, observe, reflect, and make connections to the site, and to this different world around them.

Vital components of the program are: first hand observation, daily journal writing, and sketching. Site-specific, content-focused activities promote and develop critical thinking, problem-solving and presentation skills in a broad community context. Student success is increased, and community awareness and engagement is heightened.



Beyond Classrooms offers teachers a unique opportunity to engage their students in thematic, learner-led, experiential learning and exploration. In addition to enhancing cultural literacy, the Beyond Classrooms approach fosters curiosity and creativity - skills our students will need as the knowledge workers and engaged citizens of tomorrow.

*"My favourite part of the week was learning from the experts and writing in my journal."*

## *Beyond Classrooms Kingston's Impressive History*

Beginning with two pilot weeks in the spring of 2014, Beyond Classrooms moved 31 classes of students to 5 host sites from October 2014 to May 2017.

Anticipated sites hosting Beyond Classrooms students for the 2017/18 school year are:

Agnes Etherington Art Centre – Queen's University  
Bellevue House National Historic Site  
Canadian Museum of Health Care at Kingston  
Corporation of the City of Kingston – City Hall  
Frontenac County Schools Museum  
Military Communications & Electronics Museum  
Miller Museum of Geology – Queen's University

In addition to program fees paid by its school participants, Beyond Classrooms is currently funded by an Ontario Trillium Foundation Grow Grant, and a City of Kingston Heritage Fund Operating Grant. Corporate sponsorship and public donations are a critical aspect of our funding model.

**YOUR BUSINESS** is being offered a unique opportunity to sponsor one or more components of the Beyond Classrooms Kingston program. The continued growth and success of the program relies on sponsors like **YOU!**

We're confident that you'll want to partner with us, as we build on our past success. View our videos and take a look at our website at [www.beyondclassrooms.ca](http://www.beyondclassrooms.ca). Your firm can help us enhance our children's understanding of the world, and grow the work force of tomorrow.

For more information about Beyond Classrooms sponsorship opportunities or to discuss options, please contact: [info@beyondclassrooms.ca](mailto:info@beyondclassrooms.ca), or call 613 483-1924.

## *What are They Saying About Beyond Classrooms Kingston?*

***"I never knew I had a geologist in my head."***

Sam; Grade 3-4  
Miller Museum of Geology



*"A week of learning ... gave the students the opportunity to explore more deeply, to be active and engaged ... and take more responsibility for their learning. The daily experts provided a wealth of knowledge that encouraged critical thought, inquiry and making connections. The students were given more time to really dig into an area of their own choice and to write about issues and subjects that mattered to them. The rich learning experience will certainly go beyond the classroom, it will remain with them for life!"*

Sally Watt; Grade 3-4 Teacher



***"I never thought I would want to spend so much time in an art gallery, but now I don't want to leave".***

Grade 5 student journal entry,  
Agnes Etherington Art Centre



## *Who does Beyond Classrooms Reach?*

From its first pilot week, Beyond Classrooms Kingston's innovative approach to student community engagement has attracted champions who are spreading the word. In just three years of operation, Beyond Classrooms is already achieving name recognition.

### *Who do we reach directly?*

Each Beyond Classrooms week reaches:

- One classroom teacher;
- An average of 27 students, aged 7-13;
- One Beyond Classrooms Kingston Coordinator, and an average of 3 Beyond Classroom volunteers
- Up to 20 parent and community volunteers;
- An average of 8 visiting VIP observers and guests;
- Up to 10 host site staff and volunteers;
- Up to 4 content experts.

That's a total of close to 75 individuals directly reached for each program week, or a total of over **1,000 individuals directly engaged** in one programming year.

### *Who do we reach indirectly?*

During each Beyond Classrooms week:

- Banners alert passers-by, site visitors and site staff that a Beyond Classrooms Kingston class is in the building;
- Media releases for each program week are issued, picked up and reported on by local media: print, radio and TV;
- Student activities and reactions to their community classroom are Tweeted out and posted on Facebook by teachers, parents, Beyond Classrooms, and our host sites;
- Twitter and Facebook posts are retweeted and reposted by participating schools and School Boards, students' families and friends, and Beyond Classrooms growing network of friends and fans;
- In addition to local media, Beyond Classrooms has been featured on CBC's *Ontario Morning*, *Radio Canada*, in *Municipal World* magazine, and at the *So Let's All Talk Education*, *Open Minds Alberta*, and *Eastern Ontario Municipal Government* conferences.

## *We can help you reach our audience!*

## *Title Sponsor - \$6,000*

**The Title Sponsor is Beyond Classrooms Kingston's principal corporate funder, supporting the delivery of BCK programming for one school year.**

- corporate name & logo will appear as presenting sponsor on Beyond Classrooms main banner for the school year;
- banner will be placed at all Beyond Classrooms program sites for the school year;
- banner **can** be placed in sponsor's workplace when not in use at Beyond Classrooms program sites;
- banner will be displayed at Beyond Classrooms Kingston public events and functions;
- opportunity to place a corporate sign, literature and/or product at each program site for the school year;
- an impact story will be created and distributed to area media highlighting Beyond Classrooms Title Sponsor;
- a minimum of five media releases will be issued naming Title Sponsor in each "new" story about Beyond Classrooms during the 2017/18 school year;
- invitations will be extended to corporate personnel to attend and observe activities at program sites throughout the program year;
- invitations will be extended to attend Beyond Classrooms special events, and corporate speaking opportunities will be offered;
- corporate name & logo will appear on Beyond Classrooms website;
- Beyond Classrooms website will offer a link to Title Sponsor's website
- corporate recognition on Beyond Classrooms website, social media during program year.

## *Site Sponsor - \$750*

**Site Sponsors assist with hosting costs at a Beyond Classrooms Kingston program site for one program week.**

- guaranteed exclusivity of service or product; (only 1 Site Sponsor accepted per week)
- corporate name & logo will appear as Site Sponsor on its own Beyond Classrooms site banner;
- banner will be placed at Beyond Classrooms program sites for one program week;
- opportunity to place corporate literature at program site for one week;
- media release will be issued naming Site Sponsor for each program site;
- invitations will be extended to corporate personnel to attend and observe activities at program site it is sponsoring;
- invitations will be extended to attend Beyond Classrooms special events;
- corporate name/logo will appear on Beyond Classrooms website for program year;
- Beyond Classrooms website will offer a link to Presenting Sponsor's website for program year;
- corporate recognition on Beyond Classrooms website, social media during program year.



## *Workshop Sponsors*

### *Teacher Workshop Sponsor*

*\$500*

**A Teacher Workshop Sponsor assists with the development and delivery of day-long training workshops for all Beyond Classrooms Kingston teachers.**

- guaranteed exclusivity of service or product per workshop;
- corporate name will appear on all Workshop hand-outs;
- media release will be issued naming Teacher Workshop Sponsors;
- invitations will be extended to attend Beyond Classrooms special events;
- opportunity to place a corporate sign, literature and/or product at workshop site;
- corporate recognition on Beyond Classrooms website, social media.

### *Classroom Workshop Sponsor*

*\$200*

**A Classroom Workshop Sponsor assists with the development and delivery of a half-day, in-class journal writing/sketching workshop for a Beyond Classrooms Kingston class.**

- guaranteed exclusivity of service or product per workshop;
- corporate name will appear on all Workshop hand-outs;
- invitations will be extended to attend Beyond Classrooms special events;
- corporate recognition on Beyond Classrooms website, social media.

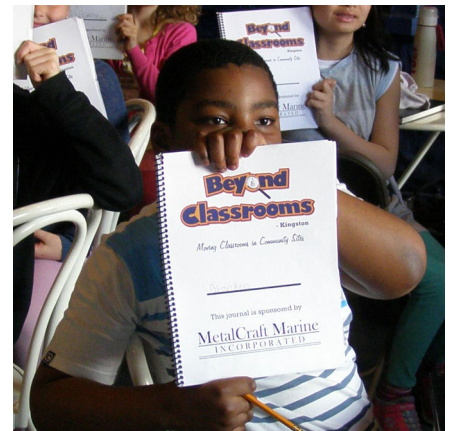
*We also accept proposals from corporate partners willing to host a teacher workshop at their place of business, and/or provide lunch/refreshments!*



## *Journal Sponsor - \$200*

**Journal Sponsors aid with the development and printing of Beyond Classroom Kingston student journals, for one program week.**

- guaranteed exclusivity of service or product per program week;
- corporate name & logo will appear on the front cover of approximately 30 student journals for one week;
- minimum 1/3 of the back page of the student journal will be available for sponsor to profile their business or organization;
- invitations will be extended to corporate personnel to attend and observe activities at program site for one day during program week;
- invitations will be extended to attend Beyond Classrooms special events;
- corporate name will appear on Beyond Classrooms website with link to corporate website;
- corporate recognition on Beyond Classrooms website, social media.

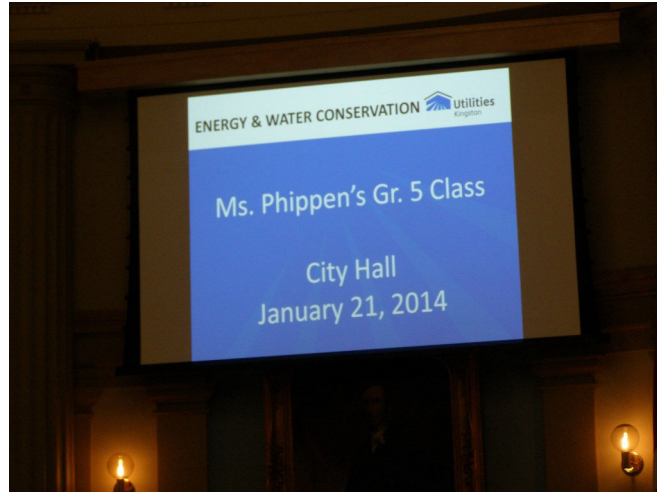


*"My journal holds my wonders and all that I have learned."*

## *Presenter Sponsor - \$150*

**Presenter Sponsors assist with bringing a content expert presenter to a Beyond Classrooms Kingston program site.**

- guaranteed exclusivity of service or product per presenter;
- invitations will be extended to corporate personnel to attend and observe content expert presentation and activities;
- invitations will be extended to attend Beyond Classrooms special events;
- corporate recognition on Beyond Classrooms website, social media.



## *Coupon Sponsor - \$100*

**Coupon Sponsors assist with the printing of Beyond Classrooms Kingston student journals for one program year.**

- guaranteed exclusivity of service or product;
- corporate name and logo will appear on a business card size ad in approximately 240 student journals, for one program year. Business will provide logo and final approval of business card appearance and content;
- coupon can be used to either promote your business/organization's support of Beyond Classrooms **or** to drive potential customers to your business/organization;
- invitations will be extended to corporate personnel to attend and observe activities at program site for one day during program year;
- invitations will be extended to attend Beyond Classrooms special events;
- corporate recognition on Beyond Classrooms website, social media during the program year.