

STERLING

Repeat and varied visibility

- ✓ Social media
- ✓ Weekly digital newsletter
- ✓ School website
- ✓ Hardcopy flyer
- ✓ Impact Report
- ✓ Yearbook
- ✓ Front office display

SAPPHIRE

Sterling PLUS broader exposure

- ✓ 5+ campus events
- ✓ 4+ athletic events
- ✓ Social media Sapphire post
- ✓ Website with hyperlinking

RUBY

Sapphire PLUS memorable upgrades

- ✓ 25th Anniversary T-shirt
- ✓ Two Lions' Den "shoutouts"
- ✓ Featured social media post
- ✓ Digital cert of appreciation

DIAMOND

Ruby PLUS premier features

- ✓ Premier carline tags
- ✓ T-shirt with prominent logo
- ✓ Two additional "shoutouts"
- ✓ Additional featured post
- ✓ Newsletter special feature
- ✓ Flyer with QR to website

RLS SPONSORSHIPS | 2026-2027 TERMS & CONDITIONS

General Information:

- Sponsorships close Sept 1st, but sponsors who commit by **August 7th** will receive a bonus promotion at Parent Orientation and Meet & Greet events held in mid-August (all levels).
- Diamond-level is limited to (4) and Ruby-level is limited to (8).
- Resurrection Lutheran School operates as a 501(c)(3) nonprofit organization. Sponsorship payments may be tax-deductible to the extent permitted by law. Sponsors should consult their tax advisor regarding the deductibility of their contribution.
- RLS reserves the right to limit sponsorships to businesses that align with our school values; sponsorships are not exclusive by industry.
- Visit www.rlsclary.org/impact to learn more about our mission and extraordinary school.
- Visit www.rlsclary.org/sponsors for more information on RLS's sponsorship program.

Premier Exposure:

Diamond-level sponsors will be featured on our high-visibility carline tags used for student pick-up each day. This unique opportunity will remind school families of your commitment to RLS on a daily basis from mid-August through May. Due to our back-to-school production timeline, the deadline to secure this benefit is *August 7th or while supplies last (limit 4)*.

Mobile Marketing:

Diamond and Ruby-level sponsors will be recognized on our 25th Anniversary T-Shirts distributed to all JK-8 students and staff. These shirts will serve as 'walking billboards' on campus and in the greater community, throughout the current school year and beyond. Due to our back-to-school production timeline, the deadline to secure this benefit is *August 7th or while supplies last*.

- Diamond-level sponsors will be recognized with a prominent logo (*limit 4*).
- Ruby-level sponsors will be recognized by business name (*limit 8*).

Signature Events:

Inclusion of Diamond, Ruby, and Sapphire logos on a large sponsor banner. The banner will be prominently displayed for all attendees in a high-traffic area at 5+ select campus events and 4+ volleyball/basketball games in the Lions' Den. "Shoutouts" at the Lions' sporting events are also included for Diamond (4 shoutouts) and Ruby (2 shoutouts) sponsors.

Social Media:

Upon securing a sponsorship, sponsors of all levels will be publicly acknowledged in a weekly compilation post on the Resurrection Lutheran School Facebook page. And during the school year, 'Mission Monday' promotions will be posted as follows: Diamond (two featured posts), Ruby (one featured post), and Sapphire (one group post with multiple/all Sapphire sponsors). Additional posts may be made at the discretion of RLS.

Digital Newsletter:

All sponsors will be recognized in *The Lions' Tale* newsletter, shared with all Lion families, staff, and the RLC congregation, from Sept - May. Due to the high repetition of *weekly* newsletters, sponsor logos will be prominently featured 4+ times per year, and sponsor names will be included in the alternate newsletters. Diamond sponsorships also include one special feature.

School Website:

All logos will be proudly displayed by sponsor level on the Resurrection Lutheran School website. Diamond, Ruby, and Sapphire logos will be hyperlinked to their business website.

Gratitude Flyer:

All sponsors will be included in a memorable "Thank You" flyer with leveled logos and a note expressing gratitude for their support of our school. Diamond sponsors will also have a QR code linking to their website. Hard copies will be sent home to every family and staff member.

Legacy Publications:

Sponsors will be honored for years to come in our 2026-2027 Annual Impact Report (shared with all stakeholders) and commemorative yearbook (treasured by RLS families and staff).

Partner Recognition:

All sponsors will receive a sponsorship acknowledgement letter for tax purposes and have their logo displayed at the front office. Diamond and Ruby-level sponsors will also receive a digital Certificate of Appreciation highlighting their community engagement which may be shared on their online platforms.