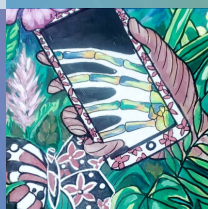
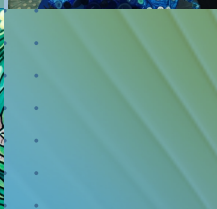
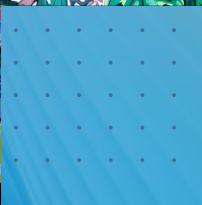
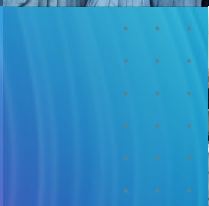
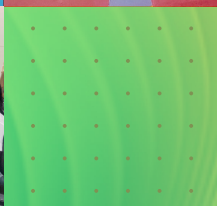




United Nations
Educational, Scientific and
Cultural Organization



UNESCO
Associated
Schools



A WHOLE-SCHOOL APPROACH TO SCHOOL FUNDING DEPARTMENT BOOKLET



SPONSORS

Attracting sponsors for your event, particularly for an educational cause like supporting the Whole School Approach at St. Joseph's Convent, San Fernando (SJCSF), requires strategic planning and clear communication of the value they will receive. Here are key steps to attract sponsors effectively:

1. Craft a Strong Sponsorship Proposal

Explain the Whole School Approach: Highlight how this initiative aligns with UNESCO ASPnet's mission to promote quality education, inclusivity, and global citizenship. Be clear about how the Whole School Approach at SJCSF is improving educational outcomes and community involvement.

Connect the Cause to the Sponsor's Values: Tailor your pitch to each sponsor. If a business focuses on technology, emphasize the need for tech infrastructure in the inclusive classroom. For businesses in the community, highlight how their support benefits local education and aligns with corporate social responsibility (CSR) goals.

Provide Tangible Benefits: Sponsors want to know what's in it for them. Offer:

Brand Visibility: Include sponsor logos in event booklets, on the PowerPoint presentation, and across event materials.

Event Recognition: Mention sponsors during speeches, in media releases, and on the event's social media platforms.

Exclusivity: Offer a lead sponsor package with premium perks like prominent logo placement, extra media exposure, and speaking opportunities.

2. Create Sponsorship Levels

Offer tiered sponsorship packages (e.g., Platinum, Gold, Silver) that correspond to varying levels of financial contributions and benefits.

Platinum (e.g., \$35,000+) might include exclusive logo placement on all event materials, mentions in press releases, and the opportunity to speak at an event.

Gold (e.g., \$20,000+) could include prominent logo placement, a feature in the school booklet.



Silver (e.g., \$15,000+) might include logo placement on event materials and social media mentions.

3. Emphasize Networking Opportunities

Sponsors often look for opportunities to connect with potential clients or partners. Highlight that this event will attract a diverse audience, including parents with businesses, corporate representatives, media, and the local community.

Include networking breaks where sponsors can interact with attendees in a relaxed atmosphere.

4. Personalize the Approach

Direct Outreach: Research businesses that are aligned with your cause (e.g., local businesses, technology companies, financial institutions, or companies with CSR initiatives) and reach out personally. Customized letters or emails explaining why they are a great fit for the event make a stronger impact.

Leverage Connections: Tap into personal networks within the school community. If any parents or teachers have connections with local businesses, use these relationships to secure an introduction.

5. Highlight the Longevity of the Impact

Sponsors are more likely to contribute if they know their support will have long-term benefits. Highlight that the 21st Century Inclusive Classroom will benefit multiple generations of students, enhancing the educational experience over the years.

6. Offer Publicity through Media

Media Invitations: Ensure media coverage of the event so sponsors know their support will be visible to a broader audience.

Social Media Exposure: Offer to promote sponsors on the school's social media platforms, giving them extra visibility, NEWS etc.

Event PR and Photos: Offer a press release to local newspapers, blogs, or online outlets showcasing their involvement and the impact of their sponsorship.



7. Showcase the UNESCO ASPnet Connection

UNESCO ASPnet is globally recognized, and linking the event to this prestigious network can give sponsors credibility and visibility within a respected global framework.

Emphasize the sustainable development goals (SDGs) that the event promotes, as many businesses are committed to advancing these goals (e.g., SDG 4: Quality Education, SDG 10: Reduced Inequalities).

8. Provide Follow-Up and Recognition

After the event, send a thank-you package to sponsors with photos, media coverage, and a summary of the funds raised and how they will be used. This helps build a lasting relationship and sets the stage for future sponsorship opportunities.

Feature sponsors in a post-event report shared with parents and the school community, showcasing their contribution to the event's success.

By clearly communicating the benefits to sponsors, aligning their values with the cause, and offering attractive visibility and networking opportunities, you'll increase the chances of attracting meaningful support for your event.



MEDIA



Inviting media to your wine and cheese event for sponsors in support of the Whole School Approach at St. Joseph's Convent, San Fernando (SJCSF) requires a professional, strategic approach to ensure strong media attendance and coverage. Here's a step-by-step guide on how to invite media effectively:

1. Create a Press Release

Write a concise, compelling press release that highlights the key details of the event. Include the following sections:

Headline: A clear, attention-grabbing headline, such as "Wine and Cheese Fundraiser at SJCSF to Support Whole School Approach in Partnership with UNESCO ASPnet."

Introduction: A brief paragraph outlining the event's purpose, date, location, and significance (e.g., raising funds for the 21st Century Inclusive Classroom).

Body: Explain why this event is newsworthy. Mention UNESCO ASPnet's involvement, the impact of the Whole School Approach, and how the event supports the Sustainable Development Goals (SDGs). Provide details about the sponsors, and what media attendees can expect.

Event Highlights: Feature notable aspects like SDG merchandise displays, presentations, networking opportunities, and speeches.

Contact Information: Include a point of contact for the press with an email address and phone number for follow-ups.

2. Prepare a Media Invitation Letter

In addition to a press release, send a personalized media invitation letter to local and regional media outlets. This letter should include: A brief description of the event, purpose, and why it's significant. Information on any VIPs or special guests who will attend. Details on media opportunities, such as interviews with key organizers, sponsors, or school representatives.

Information on visuals, such as the SDG merchandise displays, charcuterie boards,

and event decor, which can provide good photo or video opportunities. Invitation to cover the event and mention if you will reserve seats or provide exclusive press access.

3. Target the Right Media Outlets

Create a list of relevant media outlets that might be interested in covering your event. Focus on:

Local Newspapers: The San Fernando Gazette, Trinidad Express, Guardian Media, etc.

Radio Stations: Local talk radio stations that discuss community events or education.

Television Channels: CNC3, TV6, TTT.

Online News Outlets and Blogs: Look for blogs or online magazines that cover community events, education, or non-profit activities.

Social Media Influencers: Include local influencers who focus on education, charity events, or community involvement use your PTA and PPA.

4. Send Invitations 2-3 Weeks in Advance

Send your media invitations and press release about 2-3 weeks before the event to give journalists time to plan. Follow up with a reminder about a week before the event to confirm attendance. Include options for remote coverage if media representatives cannot attend in person, offering them access to post-event materials like photos, quotes, and summaries.

5. Follow Up with a Media Kit

Prepare a media kit for attending journalists. The kit should include:

A printed copy of the press release.

Background information on the Whole School Approach at SJCSF and how it aligns with UNESCO ASPnet.

Information on the fundraising goal, specific details on how the funds will be used, and the 21st Century Inclusive Classroom initiative.

Sponsor profiles and a schedule of events for the evening.

High-quality images (if possible) for immediate use, or details on how to access photos and event content afterward.

6. Assign a Media Liaison

Assign someone to be the point of contact for media on the day of the event. This person should:

Greet media as they arrive and provide any necessary credentials or access.

Arrange interviews with key figures, such as the head of the school, UNESCO representatives, or major sponsors.

Facilitate any photo or video opportunities and ensure that the media gets the content they need to cover the event effectively.

7. Engage on Social Media

Share the event details on social media and tag relevant media outlets, journalists, and influencers to encourage them to attend. Use popular event-related hashtags and mention the connection to the SDGs or UNESCO ASPnet, which may attract more attention from media organizations interested in global education and sustainability.

8. Send Post-Event Press Release

After the event, send a post-event press release summarizing the success of the event, the funds raised, and key takeaways. Include quotes from key attendees, sponsors, or UNESCO representatives, as well as high-quality event photos. Share this release with the media outlets that attended, as well as any that were unable to make it.

Sample Timeline:

3 Weeks Before Event: Send media invitations, press release, and personalized letters to journalists.

1 Week Before Event: Follow up with a reminder and offer interviews or additional materials.

Day of Event: Provide media kits, assign a media liaison, and ensure good press coverage.

Post-Event: Send a summary press release and photos to all invited media.

By preparing ahead, offering attractive media opportunities, and maintaining clear communication, you can ensure good media turnout and coverage for the event.



ATTRACTING SPONSORS FOR YOUR EVENT

Attracting sponsors for a cause like supporting the Whole School Approach at St. Joseph's Convent, San Fernando (SJCSF) can be achieved by following a well-structured strategy. Here are key reasons why sponsors would be interested and how to approach potential sponsors:

1. Align with Corporate Social Responsibility (CSR) Goals

Many businesses today prioritize CSR, which includes supporting education, inclusivity, sustainability, and community engagement. Your event offers an excellent opportunity for businesses to showcase their commitment to these values, especially because it aligns with UNESCO's SDGs (e.g., SDG 4: Quality Education).

Highlight how the sponsor's involvement will directly impact the local community, improve educational outcomes, and provide long-term benefits through the 21st Century Inclusive Classroom initiative.

2. Offer Tangible Benefits to Sponsors

Brand Visibility: Sponsors can receive recognition in the form of logo placements on event materials, banners, presentations, booklets, and social media.

Media Exposure: If local media covers the event, sponsors will gain additional publicity. Mention their involvement in press releases and during speeches at the event.

Networking Opportunities: The event will likely attract parents, business owners, local influencers, and other corporate representatives, giving sponsors a chance to network and build relationships with a target audience.

Community Engagement: Supporting a well-respected institution like SJCSF gives businesses a chance to strengthen their reputation in the local community, increasing goodwill.

3. Types of Businesses to Target

Local Businesses: Engage businesses with a vested interest in the San Fernando community, such as restaurants, retailers, and service providers.

National or Regional Corporations: Look for corporations that have a presence in the community and are interested in supporting educational initiatives.

Financial Institutions: Banks often have community outreach programs and are interested in supporting youth and education.

Tech Companies: Since your goal includes creating a 21st Century Inclusive Classroom, tech companies may see a good fit for donating equipment, sponsoring technology upgrades, or contributing to training teachers in digital literacy. eg: Digicel, TATT

Large Retailers: They often have community grants or sponsorship programs, especially if they are national chains with a local branch.

Philanthropic Foundations: Reach out to philanthropic foundations that focus on education, inclusivity, or sustainability. Eg; Rotary.

4. How to Approach Sponsors

Personalized Sponsorship Proposals: Develop tailored proposals for each potential sponsor, outlining how their involvement will align with their values and goals. Be specific about the benefits they'll receive in exchange for their support.

Mention visibility at the event (logo placement, mentions in speeches, etc.). Provide examples of past successful events and how sponsors were recognized. Include data and clear metrics about the audience they will reach (e.g., community members, parents, business owners, media).

Direct Outreach: Use your school's network to make personal introductions to potential sponsors. Many sponsorships are secured through personal connections or recommendations. Have a parent, teacher, or board member make the introduction if they have contacts in relevant businesses.

Follow Up with Details: After your initial outreach, follow up with specifics such as the different levels of sponsorship, media exposure opportunities, and how their contribution will be acknowledged during and after the event.

5. Provide Multiple Sponsorship Levels for funding events

Offering different tiers of sponsorship allows companies of various sizes to contribute based on their budget. For example:

Platinum Sponsor (\$5,000+): Prominent logo placement on all event materials, speaking opportunity, exclusive media mention, and prominent features in booklets and banners.



Gold Sponsor (\$2,500+): Significant logo placement on materials, recognition in speeches, and inclusion in press releases.

Silver Sponsor (\$1,500+): Logo placement on event materials and recognition on social media and during the event.

In-Kind Sponsor: For businesses that may not provide cash but can donate wine, charcuterie boards, decor, or technology for the classroom. Offer them the same recognition as financial sponsors.

6. Follow Through with Impact Reporting

After the event, provide sponsors with a thank-you package that includes photos, media coverage, and a summary of the funds raised. Let them know how their contribution made a difference, showing them the impact of their support.

This strengthens relationships and increases the likelihood of continued support for future events or school initiatives.

CREATING A PROFESSIONAL BOOKLET

Creating a professional and engaging booklet for your wine and cheese event to support the Whole School Approach at St. Joseph's Convent, San Fernando (SJCSF) requires attention to design, content, and structure. Here's a step-by-step guide to help you create the booklet:

1. Define the Purpose and Audience

The booklet should inform sponsors about the Whole School Approach at SJCSF, the goals of the event, and how their support will impact the school and students. It will also serve as a thank-you to sponsors and provide visibility to them.

Audience: Corporate sponsors, parents with businesses, local community leaders, and media.



2. Outline the Content of the Booklet

Organize your content in a clear, logical flow. Here's a suggested outline for the booklet:

Front Cover:

Event title: "Wine & Cheese Fundraiser to Support the Whole School Approach"

Date and location of the event

Logos: Include SJCSF and UNESCO ASPnet logos, plus the title "In Partnership with UNESCO ASPnet."

Optional: Add a relevant image, such as a symbolic photo of students, a classroom, or the school.



Introduction Page:

A message from the school principal or event organizer welcoming guests and sponsors.

Brief overview of the event and its importance to the school and community.

About the Whole School Approach:

A description of the Whole School Approach at SJCSF, its philosophy, and why it's important for student development.

Emphasize the role of inclusivity, global citizenship, and alignment with UNESCO's Sustainable Development Goals (SDGs).

Fundraising Goals and Impact:

Detail the specific project (e.g., the 21st Century Inclusive Classroom) that the event will support.

Describe how the funds will be used (e.g., technology upgrades, teacher training, assistive learning tools). Include information on how past sponsorships or fundraising have benefited the school.

Sponsor Recognition:

Acknowledge the sponsors by name and include their logos, categorizing them by sponsorship level (e.g., Platinum, Gold, Silver).

Include a brief thank-you message for their contributions.

Event Highlights:

Mention key parts of the event, such as speeches, presentations, the display of SDG merchandise from UNIC, and any entertainment or special guest appearances.

A small section on the PowerPoint presentation or other elements they can expect during the event.

UNESCO ASPnet and SDGs:

Invite a keynote speaker to explain the ESGs

Include a brief section on UNESCO ASPnet and how the school is contributing to the Sustainable Development Goals (e.g., SDG 4: Quality Education).

Showcase how SJCSF is promoting these goals through its Whole School Approach.



Before and After: The 21st Century Inclusive Classroom:

Include a before-and-after artist's impression of the current state of the classroom and how it will look once upgraded. This helps sponsors visualize the impact of their support.

Call to Action:

Encourage further donations or involvement from guests who may not yet be sponsors. Provide details on how attendees can contribute, join future events, or collaborate with the school.

Back Cover:

Include a thank-you note to all participants and sponsors.

Contact information for the school, including website, social media links, and phone numbers.

3. Design the Booklet

If you're working on a budget, you can use simple yet professional software or online platforms to design the booklet. Here are some options:

Microsoft Word or PowerPoint: These programs are user-friendly and can be easily used to create a booklet with basic formatting and layout options. You can save it as a PDF for printing.

Canva: A popular and free online tool with pre-made templates for booklets. Canva allows you to drag and drop elements, customize fonts, and colours, and add photos.

Adobe InDesign: A more professional tool for complex layouts and designs, though it may require some learning if you're new to it.

4. Formatting and Layout Tips

Use a consistent theme: Stick to a colour scheme that reflects the school's branding (e.g., school colours) and use matching fonts throughout the booklet.

High-quality images: Include images of the school, students, the classroom, and sponsors' logos. Make sure all visuals are high-resolution to ensure they print clearly.

Balanced layout: Ensure that each page is not overcrowded with text or images. Use headers, subheaders, and bullet points to make the content easily scannable.



Page size: For a standard booklet, use A4 or A5 sizes depending on how formal or compact you want it to be. Keep the page count manageable (e.g., 8-12 pages) to maintain readability and focus.

Page Margins: Leave proper margins around the edges for a clean, professional look, and consider whether your booklet will be printed as a single fold or bound.

5. Printing the Booklets

Print in high-quality: Once the design is finalized, save it as a PDF to ensure there are no formatting issues when printing.

Work with a local printer: Find a local print shop that can produce high-quality, professional-looking booklets. Ask for samples of paper options, such as glossy or matte finish, and select a heavier paper weight for the cover to give it a premium feel.

Quantity: Determine how many booklets to print. For a 100-person event, printing 40-70 copies may be sufficient if some attendees are in groups.

6. Distribution of the Booklets

At the event: Place the booklets on tables, especially near sponsors' seating areas. You can also give one to each guest as they enter, or place it at registration.

Post-event: Send a copy of the booklet to sponsors and those who could not attend to keep them engaged. Include a personalized thank-you note, and if applicable, details on how to continue supporting the cause.

Key Considerations:

Budget: Be mindful of printing costs. If necessary, consider scaling down on colours or special finishes (e.g., glossy paper) to keep it affordable.

Sponsorship Tiers: If you have different levels of sponsors (Platinum, Gold, Silver), ensure each is correctly recognized in the booklet.

Proofread: Before printing, have multiple people review the content to ensure there are no typos or errors.

Following these steps will help you create an informative, visually appealing, and professional booklet that highlights the impact of the Whole School Approach, gives recognition to sponsors, and engages all event attendees effectively.



CORPORATE SPONSORSHIP

Securing corporate sponsors for your wine and cheese event to support the Whole School Approach at St. Joseph's Convent, San Fernando (SJCSF), can be achieved by presenting a compelling case, aligning with corporate values, and offering mutual benefits. Here's a strategic approach to get corporate sponsors:

1. Identify Potential Sponsors

Start by researching companies that align with your event's goals and are likely to support educational and community-based initiatives. Focus on:

Local Businesses: Companies in San Fernando or nearby regions that may have an interest in supporting local schools.

National or Regional Corporations: Larger corporations with CSR (Corporate Social Responsibility) programs, especially those focusing on education, technology, or community development.

Technology Companies: Since the fundraising goal involves creating a 21st Century Inclusive Classroom, tech companies may be particularly interested in sponsoring the event or donating products.

Financial Institutions: Banks and financial institutions often fund educational projects or community outreach programs.

Retailers and Consumer Brands: Large retailers with community initiatives may be interested in sponsoring an event that reaches local families and businesses.

2. Develop a Sponsorship Proposal

Your proposal should be detailed, professional, and highlight the benefits to sponsors. Here's what to include:

Introduction: Start by introducing St. Joseph's Convent, San Fernando, and the Whole School Approach, explaining how this initiative is aligned with UNESCO ASPnet and supports the SDGs (Sustainable Development Goals).

Event Overview: Describe the wine and cheese event, its purpose, the fundraising goal (e.g., raising funds for the 21st Century Inclusive Classroom), and the expected audience.

The Impact: Clearly articulate how the funds raised will benefit the school and community. Include details of how the funds will be used, emphasizing long-term

benefits such as improving educational outcomes and inclusive learning opportunities.

Sponsorship Levels: Offer tiered sponsorship packages that cater to different budgets. Include details on what each sponsorship level offers, such as:

Platinum Sponsor (\$30,000+):

Exclusive logo placement on event materials, banners, and presentations.
Recognition in press releases, speeches, and on social media.
VIP tickets and speaking opportunity during the event.

Gold Sponsor (\$25,000+):

Prominent logo placement on printed and online materials.
Mention in speeches and media invitations.
Event tickets and a featured profile in the event booklet.

Silver Sponsor (\$15,000+):

Logo on event materials and social media recognition.
Mention in speeches during the event.

In-Kind Sponsor (donations of goods/services like wine, food, or technology):
Recognition as a supporting partner on materials and the event website.



Marketing and Exposure: Emphasize the exposure sponsors will receive, including:

Event recognition: Logo on printed materials, banners, PowerPoint presentations, and event booklets.



Media coverage: Mention in media invitations and local press coverage.
Social media promotion: Inclusion in pre- and post-event social media campaigns.
Networking opportunities: Chance to connect with local businesses, parents, and other key stakeholders at the event.

Call to Action: Provide clear instructions on how to become a sponsor, including contact information, deadlines for sponsorship commitments, and any available follow-up.

3. Research Corporate Sponsorship Programs

Many corporations have specific processes for sponsorship requests, often through CSR departments. Research the CSR or sponsorship application processes of your target companies. Some companies may have online portals where you can submit your request, while others may require direct contact via email or phone.

Look for specific CSR initiatives: Companies that focus on education, technology, inclusivity, or community development are likely to align with the goals of your event.

4. Leverage Personal Connections

Use the school's network to identify potential sponsors. Parents, alumni, or school staff may have connections with local businesses or larger corporations. A warm introduction from someone within the organization can be much more effective than a cold outreach.

Ask parents and alumni who own or manage businesses if they would consider sponsoring or if they can introduce you to decision-makers in their networks.

5. Direct Outreach to Corporations

Tailor Your Approach: Customize your outreach depending on the company. If you are targeting a tech company, emphasize the benefits of supporting an initiative that involves technology in education. For financial institutions, highlight the positive community impact and corporate social responsibility aspects.

Email: Reach out to the company's marketing, CSR, or sponsorship department with a professional, personalized email that includes the sponsorship proposal as an attachment.





Phone Call or Meeting: If possible, follow up with a phone call or request a meeting to discuss sponsorship opportunities in person or via video call.

6. Offer Exclusive Benefits

Make your sponsorship packages appealing by offering exclusive benefits that are customized for high-tier sponsors. For example:

Exclusive branding: Offer exclusive naming rights for a portion of the event (e.g., "Presented by [Sponsor Name]").

VIP seating: Offer prime seating or exclusive access areas at the event.

Speaking opportunity: Allow major sponsors to speak at the event or be part of the opening or closing remarks.

7. Highlight Long-Term Partnership Opportunities

Present this event as an opportunity for an ongoing partnership with the school. Let sponsors know that their support can lead to future collaborations or events, increasing their visibility in the community over time.

Outline how their continued support could contribute to future initiatives (e.g., upgrading school facilities, expanding inclusive education programs) and create a long-term impact.

8. Follow Up

After sending your sponsorship proposal, follow up with a phone call or email. Be polite and persistent. If they're not ready to commit immediately, inquire about the next steps and if they need any additional information.

9. Measure and Report Impact

Sponsors want to know how their contribution made an impact. Offer to provide detailed post-event reports that include:

Funds raised and how they will be used.

Photos and videos from the event showing their brand presence.

Media coverage and social media analytics (mentions, engagement, etc.).

Testimonies from the school on how the funds will improve education at SJCSF.

Sample Timeline:

3-4 Months Before Event: Start identifying potential sponsors and creating the sponsorship proposal.





3 Months Before Event: Begin outreach to sponsors, send tailored proposals, and follow up.

1-2 Months Before Event: Confirm sponsorship commitments, finalize event materials with sponsor logos.

1 Week Before Event: Send a final thank-you and logistics email to sponsors.

Post-Event: Send post-event reports, photos, and thank-you notes to sponsors to build a lasting relationship.

By presenting a compelling case, offering multiple sponsorship levels, and emphasizing the benefits sponsors will receive, you can successfully attract corporate sponsors to support the Whole School Approach at SJCSF and your wine and cheese event.



STRUCTURING TIERS

Design Event Sponsorship Packages that Support Common Sponsor Goals



Value Proportion:

The higher the sponsorship amount, the more prominent and exclusive the benefits. Each tier should feel like an upgrade from the previous one, offering sponsors more exposure and perks.

Flexibility:

Ensure there is room for companies of different sizes and budgets to participate by providing a range of tiers.

In-Kind Sponsors:

While cash contributions are important, in-kind donations (such as providing wine, catering, or decor) can be valuable too. Acknowledge in-kind sponsors with perks proportional to the

value of their contribution.

Tips for Sponsorship Tiers:

Tailor Benefits: Customize the benefits based on your event's strengths. For example, if you expect good media coverage, emphasize media exposure in your higher-tier packages.

Offer Measurable ROI: Show potential sponsors how their investment will benefit them. This could be in the form of audience demographics, social media reach, or potential business opportunities through networking.

Make it Easy to Understand: Ensure the tiered packages are clearly explained, outlining exactly what each level includes and what the sponsor will receive in return for their support.

By offering well-structured sponsorship tiers, you make it easier for potential sponsors to see the value of their contribution and choose a package that aligns with their budget and marketing goals.