(School District Logo)

**Sponsor Package**

You are receiving this packet because you contacted the school-district to promote your product/service. While (we) value your time and interest, we have developed a more efficient process for streamlining these opportunities to promote your work.

We have partnered with TeacherCoach, an online provider of professional development, to help us turn the school district’s vendors into sponsors. Through this process, your organization can apply to sponsor an engagement(s) in our district, in a zip code, a state, or nationally. If selected, the school district takes a percentage of this money, helping the district to improve the delivery of educational services.

Sponsoring an engagement(s) provides the opportunity for targeted marketing within a specific geographic area. TeacherCoach offers this partnership to provide schools high level training plus financial relief but also to offer your organization direct access to educators for improved brand awareness.

Through our proprietary software, we place expert engagements on the district website, many of which can be sponsored by you. While our engagements specialize in education, our personal growth plus professional development model extends engagements through every facet of a person’s life including family, self, relationships, and work.

As a potential sponsor, you may be interested in promoting your brand and stimulating educators toward your product/ service, through this unique and selective medium. It’s important to apply quickly as we anticipate a competitive process for the most desirable engagements. For a full list of available engagements to sponsor, please visit [www.teachercoach.com](http://www.teachercoach.com).

The primary benefits for you are exposure and increased website traffic. Here are ways we can amplify these benefits:

1. Recognition for supporting the professional development requirements for each district educator.
2. Affiliation with helping the educator with person growth issues including family problems, relationship challenges, and health/ wellness needs.
3. Appreciation from district administrators who will be more willing to help you advance your value proposition.

**Sponsorship Costs**

During our pilot project launch year, sponsors will receive significant discounts, to incentivize participation. Depending upon which engagement, how many engagements, and how many districts you sponsor a engagement in, will determine cost. Please contact us to customize your plan.

**Soft Benefits of Partnership**

Your organization can also embed a TC Portal on your own business website with additional engagements to incentivize educators to visit. These engagements can be a revenue stream or offered as a promotion. Having personal growth engagements on your website will also support your employees.

1. Clients who are less stressed tend to be more focused and less accident prone.
2. Clients who are less stressed tend to be healthier and file fewer medical claims (for health insurance)
3. Clients who get an added benefit of personal growth and professional development are going to associate your brand with teacher wellness, improving brand image.

**Hard Benefits of Partnership**

1. **Increased Revenue-** A new revenue stream should you decide to charge for certain engagements
2. **Valuable advertising exposure-** A way to draw in new customers who newly associate the company with every aspect of their lives as opposed to strictly your business, which elicits only periodic awareness.
3. **Stickier business**- A way to bring existing clients back to website more frequently (blog articles)
4. **Professional Growth**- An opportunity for professional growth for corporate employees
5. Potential promotional opportunities

**Considerations**

In order to capture a higher percentage of the market, consider the following:

1. Differentiate (organization) from other companies in this space, through a TC partnership, the company will be expanding their role in the lives of customers through offering engagements or providing discount coupons.
2. Becoming a corporate sponsor of TeacherCoach to drive new business through the association with a favorable brand. Help with engagement selection is available.
3. Executive coaching, corporate training, consulting and employee support to help support company growth in the areas of sales, marketing, leadership, etc...

**Sponsors Benefits**

Your organization’s logo gets placed on the sponsored engagement with a link to any promotion or website of your choice. You will receive monthly updates on click throughs to monitor usage.

To be considered as a school sponsor, please email coach@teachercoach.com.

**About Teacher Coach**

**TeacherCoach is Unique in Several Ways**

The TeacherCoach business model is the first of its kind, different from other types of training in the field in several different ways:

1. We are FREE to School
2. We generate revenue for schools
3. White Label Training
	1. We provide a school or organization the opportunity to brand the portal in your own name, integrating it right into your own website.
4. PG/PD
	1. Integrating personal growth & professional development addressing the needs of the ‘whole’ educator. The healthier the employee, the more productive they are.



1. Software + Content
	1. Organizations can use our custom LMS to offer our own engagements or create engagements of your own.
2. Expert Content
	1. TeacherCoach offers its high level training from experienced educators, attorneys, physicians, psychologists and other experienced professionals.

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| --- | --- | --- | --- |
| **Family** | **Relationships** | **Self** | **Work** |
| Divorce | Intimacy | Anxiety | Students |
| Parenting | Arguing | Fulfillment | Admin Issues |
| Children  | Communication | Physical Health | Policy Changes |
| Marriage | Finding Love | Stress | Leadership |
| Balance | Needs | Finances | Legal |
| Grief/Loss | Negotiation | Wellness | Mandates |

1. Live and Virtual Training
	1. Our hybrid of virtual and live training, consultation, coaching makes TC unique. We address every aspect of individual and organizational health.
2. High Animation/ Interactive Training
	1. With high quality simulations and motion graphics, our engagements can be brought to life in a way that optimizes virtual interactivity.
3. Parent Resource
	1. Families for the first time will have their own direct link to specialized engagements on topics related to health, parenting, finances, relationships, wellness and more. This portal will reach every family with school aged children in the county.

### **Resources**

* 1. Portals will allow teachers to see live news feeds streaming from EdWeek, engage in stimulating debate via our unique ufeud uframes, read current blog posts on timely topics, and experience relief from our daily stress break square, that helps with bringing humor and levity to a serious work week.

Thank you,

School District Representative