



VERNON TOWNSHIP
SCHOOL DISTRICT

Vernon Township School District

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, saving us from responding to frequent calls and emails.

We have partnered with TeacherCoach, an online provider of wellness and PD, 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 <https://www.teachercoach.com/sponsor/>.

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:

- **Unique LES:** Through the first ever Learning Engagement System, districts embed a white label dedicated district portal with custom high level personalize learning, webinars, and the ability to create your own training.
- **Districts Earn Revenue:** District can earn money in two ways. Turn solicitors into sponsors to earn money through our revenue sharing model. Create learning for other districts for our marketplace.
- **School as Hub of Wellness:** Districts can make any learning available to parents in the community at no extra cost, helping improve relationships with families and encourage involvement with their child's education.
- **Wellness:** Our integration of personal growth & professional development addresses the needs of the 'whole' educator, inside and outside of work. Healthier and happier educators are more engaged in their work.
- **Affordability:** With most online PD, you pay for every faculty member every year, costing the district an average of 18k/faculty. With TC, you pay one time for your training which you keep forever, allowing you to grow a tremendous resource library at shrinking cost.
- **Personalized PD:** Educators consistently express a desire for greater autonomy with their professional development. They want to be trusted to know what knowledge and skills will serve them best. TC allows school leaders and educators to create a shared picture of needs.
- **Expert Content:** Topics from educators, attorneys, physicians, psychologists and other highly experienced professionals from around the country. Our trainers are some of the top professionals in the field such as Dr. Joel Fuhrman.
- **Live & Virtual Learning:** TC is a hybrid model of live training, through webinars, consultation, coaching with virtual learning. Learners engage in learning when and where is most convenient to them.
- **High Stimulation:** With high quality motion graphics and animation, our learning stimulates engagement. Even mandated courses like Bloodborne Pathogens will be appreciated. Interviews with students and faculty make learning more personal.
- **Varied Content:** Our professional development subject areas include: Orientation, Leadership, Legal, Mandates, School Culture, Technology and other interesting areas of study. Satisfy the needs of the district and the wants of the individual.

- **Mandates Made Interesting:** Our mandated training is fun, interesting, and immersive. Time is precious, and TC ensures every topic is engaging. Laugh with Bloodborne Pathogens and go into the office of a Pediatrician assessing for Asthma.
- **Create Your Own Training:** School districts spend a fortune orienting, onboarding, and training faculty. Schools have experts internally who often handle this process in house, which can now be captured for future use.
- **Student Learning:** As an alternative to punitive measures, TC provides districts a constructive option for students to learn about issues ranging from emotional problems to learning difficulties.

Thank you,

Karen D'Avino

Superintendent

Vernon Township School District