RIVERSIDE Presbyterian Day School

Business Partners Program

OUR MISSION is to educate the mind, nurture the spirit and foster the development of the whole child.

www.rpds.com
ABOUT RPDS *and the BUSINESS PARTNERS PROGRAM*

Founded in 1948, Riverside Presbyterian Day School (RPDS) has been shaping the hearts, hands and minds of children in Jacksonville for over 69 years. Located near downtown in historic Five Points, RPDS is the oldest independent elementary school in Jacksonville.

Focused on the future, the Riverside Presbyterian Day School (RPDS) Business Partners Program launched in 2012 as an opportunity to encourage mutually beneficial relationships between the school and mission-appropriate business, corporate and/or industry partners.

Steeped in tradition, RPDS has grown from one kindergarten class of 19, to a fully-accredited PreK-3 - 6th grade school with 460 students.

Like most private schools, tuition at RPDS covers 90% of each child’s education. The additional 10% is comprised of funds raised through the Business Partners Program, special events and Riverside’s annual giving campaign, the Promise Fund. Your support will enable RPDS to provide need-based financial assistance, innovative academic curricula, cutting-edge technology, enhancements to the campus and professional development for faculty and staff.

By participating, members of the Business Partners Program achieve positive visibility in the community throughout the year, while helping the school achieve its mission to nurture healthy hearts, hands and minds for the 21st Century.

**RPDS BY THE NUMBERS:**

- 20 percent of students receive financial aid
- 5,000+ average hits per month at www.rpds.com
- 800+ Riverside Reminders subscribers
- 41 zip codes represented at RPDS
- 1,500 Riverside Review and Annual Report publications distributed

As a Business Partner of Riverside Presbyterian Day School, your company has an excellent opportunity for widespread visibility throughout the year by current and potential customers.

We anticipate the 3rd annual Daily’s Fit-4-Life Kids Duathlon to attract anywhere from 750-1,000 participants and attendees from Jacksonville and the surrounding area. Additionally, Capers attendance ranges between 250-350 attendees annually.
ABOUT THE DAILY’S FIT-4-LIFE KIDS DUATHLON

The 3rd annual Daily’s Fit-4-Life Kids Duathlon will be held on Saturday, April 14, 2018 on and around the campus of Riverside Presbyterian Day School (RPDS). This one-day event will feature a run, bike, run (duathlon) for children ages 5-15. The event will begin at RPDS, with the route winding participants along the beautiful and scenic streets of Historic Riverside. The race will conclude on the RPDS campus with a family-friendly festival complete with games, foods trucks and other exciting festivities.

ABOUT CAPERS

For 31 years, Capers has been the signature auction and dinner fundraising event for RPDS. Just as RPDS has grown and changed over its 69-year history to include new facilities, cutting-edge technology and innovative academic curricula, so too, must Capers’ fundraising efforts be updated to remain relevant to contemporary families.

For the 2018 school year, the theme for Capers is Down by the Riverside. The silent auction portion of Capers will be online with the final hours of the online auction culminating at the social event on Saturday evening, February 10, 2018 at the WJCT Studios. Additional event features include cocktails, dinner, dancing and live auction.

We hope you will consider supporting RPDS and the Business Partners Program at one of the levels listed below.
PRESENTING SPONSOR // $15,000

*Presenting sponsors are industry-exclusive

**General Business Partner Benefits**
*Logo Recognition in Electronic Communications, Website and Social Media*
- Logo and link in weekly *Riverside Reminders* (every week during the school year)
- Editorial feature about your company in *Riverside Reminders*
- Logo and link on the RPDS Website (one year)

**Logo Recognition in Printed Materials, Merchandise and Signage**
- Logo recognition in the *Riverside Review and Annual Report*

**Capers Benefits**
- Full-page advertisement in the printed Capers auction program
- Logo recognition on the Capers Online website hosted by BiddingForGood
- 10 tickets to the Capers event (*ticket quantities vary for in-kind sponsors*)
- Logo and/or name recognition at the event

**Daily’s Fit-4-Life Duathlon and Family Festival Benefits**
*Logo Recognition in Printed Materials, Merchandise and Signage*
- Event brochure
- Event poster
- 10 route markers
- Participant and volunteer t-shirts
- Start and finish line banners (one each)
- Participant bib numbers
- Recognition as presenting sponsor in all donated and/or purchased print, radio and television media
- Two event-related press releases

**Logo Recognition in Electronic Communications, Website and Social Media**
- All event-related e-mail communications to participants
- RPDS event page Website with link to your Website
- Posts and tweets about your company via the RPDS Facebook and Twitter accounts
- Save the Date e-blast

**Promotional Rights/Event Participation**
- Premier placement of display tent/booth at the Family Festival to distribute corporate materials and/or offer an age-appropriate activities (ex: ring toss, tic-tac-toe) or samplings (ex: popsicles, popcorn)
- Proprietary platform at event that is customized for sponsor’s interest (e.g. first aid tent sponsored by__________, photo area sponsored by__________, rest stop sponsored by__________, etc.)
- Opportunity to insert promotional materials in participant goody bags
- Opportunity to hang two company banners at the event festival
- Opportunity to use event logo with RPDS approval on company-produced marketing materials (ex: print, online, etc.)
- Verbal recognition during the start/finish line announcements
- Opportunity to have a company representative officially ’start’ a section of the race
PLATINUM SPONSOR // $10,000

General Business Partner Benefits
Logo Recognition in Electronic Communications, Website and Social Media
• Logo and link in weekly Riverside Reminders (every week during the school year)
• Logo and link on the RPDS Website (one year)
Logo Recognition in Printed Materials, Merchandise and Signage
• Logo recognition in the Riverside Review and Annual Report

Capers Benefits
• Half-page advertisement in the printed Capers auction program
• Logo recognition on the Capers Online website hosted by BiddingForGood
• 10 tickets to the Capers event (ticket quantities vary for in-kind sponsors)
• Logo and/or name recognition at the event

Daily’s Fit-4-Life Duathlon and Family Festival Benefits
Logo Recognition in Printed Materials, Merchandise and Signage
• Event brochure
• Event poster
• Seven route markers
• Participant and volunteer t-shirts
• Start and finish line banners (one each)
Logo Recognition in Electronic Communications, Website and Social Media
• All event-related e-mail communications to participants
• RPDS event page Website with link to your Website
• Posts and tweets about your company via the RPDS Facebook and Twitter accounts
• Save the Date e-blast
Promotional Rights/Event Participation
• Premier placement of display tent/booth at the Family Festival to distribute corporate materials and/or offer an age-appropriate activities (ex: ring toss, tic-tac-toe) or samplings (ex: popsicles, popcorn)
• Proprietary platform at event that is customized for sponsor’s interest (e.g. first aid tent sponsored by ________, photo area sponsored by __________, rest stop sponsored by _________, etc.)
• Opportunity to insert promotional materials in participant goody bags
• Opportunity to hang two company banners at the event festival
• Opportunity to use event logo with RPDS approval on company-produced marketing materials (ex: print, online, etc.)
GOLD SPONSOR // $5,000

General Business Partner Benefits
Logo Recognition in Electronic Communications, Website and Social Media
- Logo and link in weekly Riverside Reminders (every week during the school year)
- Logo and link on the RPDS Website (one year)
Logo Recognition in Printed Materials, Merchandise and Signage
- Logo recognition in the Riverside Review and Annual Report

Capers Benefits
- Quarter-page advertisement in the printed Capers auction program
- 10 tickets to the Capers event (ticket quantities vary for in-kind sponsors)
- Logo and/or name recognition at the event

Daily’s Fit-4-Life Duathlon and Family Festival Benefits
Logo Recognition in Printed Materials, Merchandise and Signage
- Event brochure
- Event poster
- Five route markers
- Participant t-shirts
- Start and finish line banners (one each)
Logo Recognition in Electronic Communications, Website and Social Media
- All event-related e-mail communications to participants
- RPDS event page Website with link to your Website
- Posts and tweets about your company via the RPDS Facebook and Twitter accounts
Promotional Rights/Event Participation
- Display tent/booth at the Family Festival to distribute corporate materials and/or offer an age-appropriate activities (ex: ring toss, tic-tac-toe) or samplings (ex: popsicles, popcorn)
- Opportunity to insert promotional materials in participant goody bags
- Opportunity to hang a company banner at the event festival
- Opportunity to use event logo with RPDS approval on company-produced marketing materials (ex: print, online, etc.)
SILVER SPONSOR // $2,500

General Business Partner Benefits
Logo Recognition in Electronic Communications, Website and Social Media
- Riverside Reminders (weekly RPDS e-newsletter)
- Logo and link on the RPDS Website (one year)

Logo Recognition in Printed Materials, Merchandise and Signage
- Logo recognition in the Riverside Review and Annual Report

Capers Benefits
- Quarter-page advertisement in the printed Capers auction program
- Six tickets to the Capers event (*ticket quantities vary for in-kind sponsors*)
- Logo and/or name recognition at the event

Daily’s Fit-4-Life Duathlon and Family Festival Benefits
Logo Recognition in Printed Materials, Merchandise and Signage
- Event brochure
- Event poster
- Three Route markers
- Start and finish line banners (one each)

Logo Recognition in Electronic Communications, Website and Social Media
- All event-related e-mail communications to participants
- RPDS event page Website with link to your Website

Promotional Rights/Event Participation
- Display tent/booth at the Family Festival to distribute corporate materials and/or offer an age-appropriate activities (ex: ring toss, tic-tac-toe) or samplings (ex: popsicles, popcorn)
- Opportunity to insert promotional materials in participant goody bags
- Opportunity to use event logo with RPDS approval on company-produced marketing materials (ex: print, online, etc.)
**BRONZE SPONSOR // $1,500**

**General Business Partner Benefits**  
Logo Recognition in Printed Materials, Merchandise and Signage  
- Logo recognition in the *Riverside Review and Annual Report*  
- Logo and link on the RPDS Website (one year)

**Capers Benefits**  
- Business card size advertisement in the printed Capers auction program  
- Four tickets to the Capers event (*ticket quantities vary for in-kind sponsors*)  
- Logo and/or name recognition at the event

**Daily’s Fit-4-Life Duathlon and Family Festival Benefits**  
Logo Recognition in Printed Materials, Merchandise and Signage  
- Event brochure  
- Two route markers  

Promotional Rights/Event Participation  
- Display tent/booth at the Family Festival to distribute corporate materials and/or offer an age-appropriate activities (ex: ring toss, tic-tac-toe) or samplings (ex: popsicles, popcorn)  
- Opportunity to insert promotional materials in participant goody bags  
- Opportunity to use event logo with RPDS approval on company-produced marketing materials (ex: print, online, etc.)

**PATRON SPONSOR // $250**

**Daily’s Fit-4-Life Duathlon and Family Festival Benefits**  
Logo Recognition  
- One route marker  

Promotional Rights/Event Participation  
- Display tent/booth at the Family Festival to distribute corporate materials and/or offer an age-appropriate activities (ex: ring toss, tic-tac-toe) or samplings (ex: popsicles, popcorn)  
- Opportunity to insert promotional materials in participant goody bags

OR

**PATRON SPONSOR // $250**

**Capers Benefits**  
- Business card size advertisement in the printed Capers program  
- Two tickets to the Capers Event
Please count on us to be a member of the Business Partners Program at a commitment level of:

- Presenting $15,000
- Platinum $10,000
- Gold $5,000
- Silver $2,500
- Bronze $1,500
- Patron $250

OR

- Daily’s Fit-4-Life Duathlon
- Capers

Business Name:______________________________________________________________

Business Representative:______________________________________________________

Position/Title:_______________________________________________________________

Address:______________________________________________________________________

City:___________________________ State:_______ Zip:__________________________

Phone:_________________________ Fax:_______________________________________

Email:_______________________________________________________________________

Signature:____________________________________________________________________

Date:__________________________________________________________________________

Please complete, sign and fax, mail or scan/e-mail to:

Riverside Presbyterian Day School
Attn: Elizabeth Ingram, Director of Advancement
830 Oak Street
Jacksonville, FL 32204

Fax: (904) 358-3838 // Phone: (904) 520-7564 // E-mail: eingram@rpds.com

To discuss how RPDS may tailor benefits to meet your needs or to learn about additional opportunities to support the school, please contact Elizabeth Ingram using the information given above.