



**DRAGONS CARE**  
**501(C)(3) NONPROFIT**



**SPONSORSHIP  
PACKET**

Contact us today:  
[info@dragons-care.org](mailto:info@dragons-care.org)

# OUR MISSION



Dragons Care is a 501(c)(3) non-profit that supports the teachers, staff, and School Resource Officers (SRO's) of Carroll ISD (CISD) as they walk through personal hardships brought on by illness, injury or family tragedy. We exist to serve, support and love our staff in their time of need as they care for our children on a daily basis.

Our hope is that by strengthening parent-staff relations, it will bring more unity within our school district and demonstrate to the CISD staff how much our community truly values them.

In addition, it is our intention that the outpouring of community involvement and support towards the staff of Carroll ISD will also increase retention and recruitment of excellent staff for the school district, an important component in providing a high-quality educational experience for students.

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# OUR GOALS

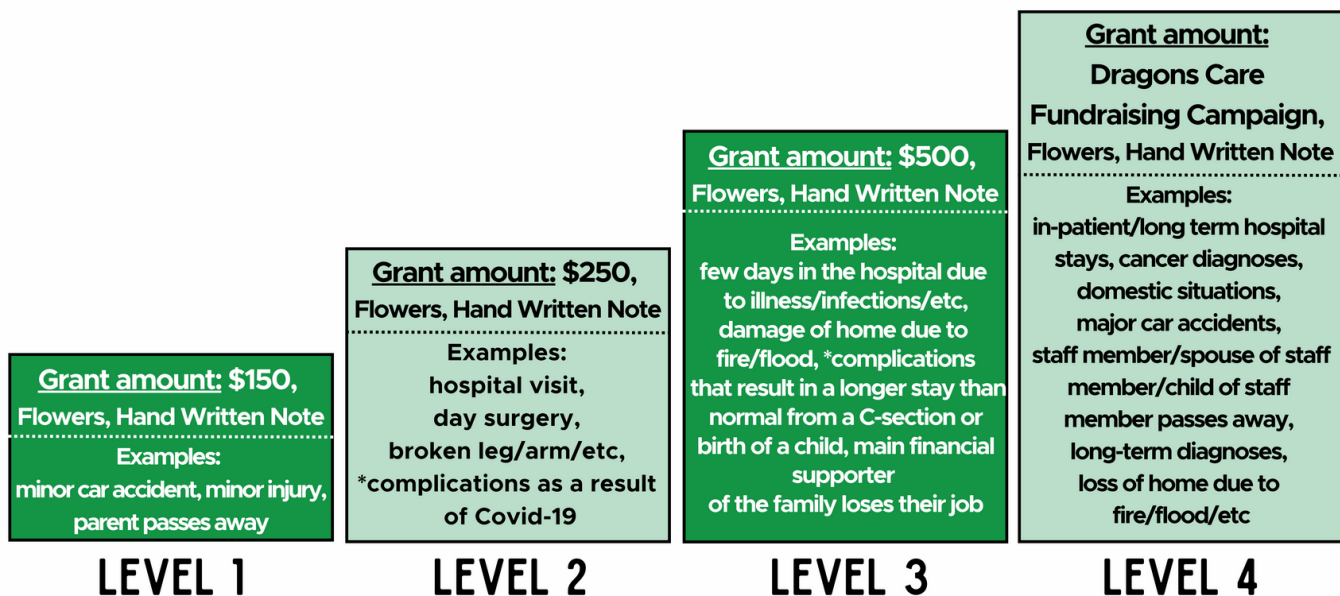
## EVENT SPONSORS

Our goal is to have all event costs covered by in-kind donations or event sponsors to alleviate operational costs to Dragons Care.

## LEVEL-BASED SPONSORSHIPS

To enable the charity to provide equal support to all current staff members of CISD so that there is no favoritism and ALL staff receives the same support based on their needs for levels 1-3. For staff members approved for a level 4 grant, given the pressing demand for support, Dragons Care is committed to ensuring that ALL level 4 recipients receive a minimum of \$1,000 from their fundraising efforts. If our annual campaign proves successful, we aspire to allocate additional funds to those staff members facing the greatest need. Our goal to accomplish this objective for the 2023-24 year is \$100K.

## SUPPORT LEVELS & GRANTS



THESE ARE JUST EXAMPLES AND DO NOT LIMIT WHAT THE DRAGONS CARE TEAM WILL SUPPORT/APPROVE,  
BUT THESE JUST GIVE AN OVERVIEW OF THE DIFFERENCES BETWEEN THE LEVELS.

*\* Could be approved at a higher level depending on the severity of the situation.*

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# SPONSORSHIP LEVELS

\*Benefits are provided for a full calendar year starting from the time of the donation.\*

## GOLD - \$10,000+

- Logo/Name on back of all 1,100 Staff t-shirts
- Ability to use Dragons Care logo for advertising
  - Ability to write-off advertising and show your appreciation for the staff in your advertising
  - I.E. Magazine Ads/Side of a CISD bus - Your company (logo included) supports the Carroll ISD staff through Dragons Care logo with all of your information on the ad
- Logo/Name on Annual Printed Material sent out to all Elementary School Families (approx. 3,000 copies delivered).
  - These materials will also be distributed at all events throughout the year
- Sponsor Feature on Social Media as a gold level sponsor on Facebook Page and Instagram
- Advertising in Dragons Care newsletter that goes out to all subscribers once/month
  - All Logos will be clickable and direct subscribers to your businesses website
- Dragons Care Supporter Signage in your place of business
- Logo/name on Website on sponsor page
  - All Logos will be clickable and direct subscribers to your businesses website

## SILVER - \$5,000-\$9,999

- Logo/Name on Annual Printed Material sent out to all Elementary School Families (approx. 3,000 cards delivered). These materials will also be distributed at all events throughout the year
- Sponsor Feature on Social Media as a silver level sponsor on Facebook Page and Instagram
- Advertising in Dragons Care newsletter that goes out to all subscribers once/month
  - All Logos will be clickable and direct subscribers to your businesses website
- Dragons Care Supporter Signage in your place of business
- Logo/Name on Website on sponsor page
  - All Logos will be clickable and direct subscribers to your businesses website

## BRONZE - \$1,000-\$4,999

- Dragons Care Supporter Signage in your place of business
- Logo/Name on Website on sponsor page
  - All Logos will be clickable and direct subscribers to your businesses website

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# EVENT / IN-KIND SPONSORSHIP OPPORTUNITIES

## **BENEFITS FOR EVENT / IN-KIND SPONSORS:**

- Advertising on facebook and instagram as an event sponsor
- Personal thank you in the Dragons Care monthly newsletter around the time of the event
- Verbal and/or Printed recognition at the event
- \*\*Depending on level of giving, could be included in the sponsorship levels as a gold, silver or bronze sponsor and receive those benefits \*\*

## **FOR ALL EVENTS (ITEMS NEEDED):**

- Printed Rack Cards/Brochures
- Dragons Care Tattoos
- Dragons Care Vinyl Stickers

## **HOMEcomings PARADE - SEPTEMBER:**

- Activity for kids (i.e. face painting)
- Fun give away (i.e. fidget spinner)

## **PINK OUT GAME TAILGATE - OCTOBER**

- Food vendor for main course
- Beverages sponsored (no alcohol)
- Dessert sponsor
- "Get Loud With Love" Pink Out Shirts
- Fun give away (i.e. pink & green pom poms, small footballs, etc)

## **HOME FOR THE HOLIDAYS - LATE NOVEMBER**

- Photo Backdrop
- Activity for Kids
- Fun give away (i.e. Kids cocoa mug)

## **ANNUAL PRINCIPAL/DIRECTOR & PARENT LIAISON EVENT - MAY**

- Food vendor for main course
- Beverages sponsored (no alcohol)
- Dessert sponsor
- T-shirt sponsor for staff & volunteers
- Event sponsor for activity (renting a space - i.e. go carts/softball game/etc)
- Thank you gift for staff & volunteers

## **STARS & STRIPES - "DUNK FOR A CAUSE" - JULY**

- Dunk Tank cost
- T-shirt sponsor for staff & volunteer participants
- Activity to do with kids
- Give away (i.e. Paper Fan)



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