



**HOUSTON
♥ LOVES ♥
TEACHERS**

SPONSORSHIP OPPORTUNITIES

DID YOU KNOW...?

**TEACHERS MATTER MORE
TO STUDENT ACHIEVEMENT
THAN ANY OTHER ASPECT
OF SCHOOLING.**

Research published by RAND notes "many factors contribute to a student's academic performance, including individual characteristics and family and neighborhood experiences. But research suggests that, among school-related factors, teachers matter most. When it comes to student performance on reading and math tests, teachers are estimated to have two to three times the effect of any other school factor, including services, facilities, and even leadership."

ABOUT HOUSTON LOVES TEACHERS

Houston gives thanks to its teachers – the heart of education.



Houston Loves Teachers is a collective impact campaign to recruit and retain excellent teachers in the Houston area.

Houston Loves Teachers was developed by the College Football Playoff Foundation, Good Reason Houston and the 2024 CFP National Championship Host City Committee to bolster the PK-12 education workforce in Houston through a community-wide initiative.

Elements of the initiative include a thoughtful media campaign and developing a high profile teacher community brought together both online and in person through a new digital platform and within a series of community recognition events and professional development opportunities.

This campaign is targeted at public school educators in the greater Houston area, present and future. In an effort to elevate the teaching profession and support current teachers, our goal is to create an enabling environment in Houston where teachers thrive.

**JOIN US IN MAKING HOUSTON
THE GREATEST PLACE FOR TEACHERS.**

www.houstonlovesteachers.org

Houston Loves Teachers

Event Sponsorship Levels

Headlining Sponsor - \$25,000

Limited to just one sponsor, the headlining investor will receive:

- Cobranding on all event materials, including day-of signage, event backdrop, printed materials, and promotional materials leading up to the event
- On-site activation opportunity, inclusive of one table for information distribution and attendee engagement
- Placement of up to 3 pop-up banners throughout the event
- Recognition on the Good Reason Houston and Houston Loves Teachers Website and social media channels
- Brand visibility on HoustonLovesTeachers.org, CFP-Foundation.org and GoodReasonHouston.org websites and digital media platforms
- Placement of one ad within future, non-event Houston Loves Teacher e-mail

Food & Beverage Sponsor - \$10,000

Help underwrite the evening by sponsoring the bar at the event. Benefits for this sponsorship include:

- Recognition on the Good Reason Houston and Houston Loves Teachers Website and social media channels
- Prominent recognition next to the bar and at the event
- Cocktail napkins with logo of choice
- Placement of one pop-up banner at the event
- Opportunity to name a signature cocktail

Experience Sponsor - \$5,000

Make sure teachers have a night to remember by sponsoring an experience at the event. Experiences include, but are not limited to, live entertainment, cotton candy machine, photo booth, popcorn machine, ice cream bar, etc. Benefits for this sponsorship include:

- Recognition on Good Reason Houston and Houston Loves Teachers websites and social media posts
- Prominent recognition next to the experience and at the event
- Opportunity to name the experience

Swag Bag Sponsor - \$2,500

Sponsorships at this level will go toward raffle items and swag bags for all participants. Benefits include:

- Recognition on Good Reason Houston and Houston Loves Teachers websites and social media posts
- Opportunity for branded items and collateral in the swag bags

Houston Loves Teachers

Campaign Sponsorship Benefits

Brand Visibility	Fan	Rookie	Champion	MVP	Hall of Famer
	\$25k	\$50k	\$100k	\$150k	\$200k
Public sponsorship recognition and brand visibility HoustonLovesTeachers.org , CFP-Foundation.org and GoodReasonHouston.org websites and digital media platforms	✓	✓	✓	✓	✓
Swag Bag Sponsor for Houston Loves Teachers events, an opportunity for branded items and collateral in Houston Loves Teachers special event swag bags	✓	✓	✓	✓	✓
Co-sponsor for campus-based Houston Loves Teacher events. Example events include teacher appreciation meals, teacher supplies, campus staff recognition event, etc.		2 event	5 event	7 event	10 event
Public sponsorship recognition and brand visibility on Houston Sports Authority and 2024 Houston Houston Committee digital Media platforms			✓	✓	✓
Co-sponsor a region-wide Houston Loves Teacher opportunity that supports work to recruit, retain, professionally develop, and recognize teachers. Examples include teacher certification cohort, professional development on best practices, talent fairs, etc.			✓	✓	✓
Featured on advertising campaigns leading up to the College Football Playoff National Championship which has a reach of over 3M impressions.			✓	✓	✓
Surprise School visit with DonorsChoose for a check presentation inclusive of your branding, photo opportunities with stakeholders and brand representatives, and social media promotion of event participation.				✓	✓
Headlining Sponsor of one Houston Loves Teachers appreciation event					✓
Co-branding on all Houston Loves Teacher campaign materials; company logo will be presented alongside College Football Playoff Foundation, 2024 Houston Host Committee, and Good Reason Houston.					✓

On-Site Activation and Direct Marketing Opportunities	\$25k	\$50k	\$100k	\$150k	\$200k
Opportunity to activate or have presence at Houston Loves Teachers Events		1 event	3 event	4 event	all events
Opportunity to activate or have presence at other CFPF events during Championship Week (Extra Yard for Teachers Summit, Extra Yard for Teachers 5K, etc.)			1 event	3 event	all events
Opportunity to activate or have presence at other events hosted by Harris County-Houston Sports Authority (i.e. HBCU Battle of the Bands, Concacaf Gold Cup, TaxAct Texas Bowl, etc.)				1 event	2 event
Opportunity to submit an advertisement or message to be included as a banner in a Houston Loves Teachers email			2 ads	3 ads	5 ads
Exclusive and Special Access	\$25k	\$50k	\$100k	\$150k	\$200k
Exclusive engagement opportunity for up to 10 team members to adopt a Houston public school to provide teacher appreciation services such as lunch, supply drive, classroom setup, etc.		✓	✓	✓	✓
Access to additional CFPF events during Championship Week, including Extra Yard for Teachers Summit, Extra Yard for Teachers 5K, etc.			Access for 2	Access for 4	Access for 6
Access to exclusive College Football Playoff and College Football Playoff Foundation events leading up to National Championship game (including Taste, Concerts, etc.)			Access for 2	Access for 4	Access for 6
Access to Harris County-Houston Sports Authority tickets and hospitality assets at other Houston sporting events and venues for at least one event (i.e. Houston Astros, HBCU Battle of the Bands, etc.)				Access for 2	Access for 4
Exclusive engagement opportunity for up to 50 team members to adopt a Houston public school to provide teacher appreciation services such as lunch, supply drive, classroom setup, etc.				✓	✓
Access to tickets to the College Football Championship Game				Access for 4	Access for 6
Access to the College Football Championship Game Event Hospitality for 6 total guest					✓

HOUSTON LOVES TEACHERS



To learn more or become a supporter of Houston Loves Teachers, please contact Stefanie Cruz at stefanie@goodreasonhouston.org.