



Jay Robinson Education Leadership Award Gala

May 18, 2017

6:00 p.m. – 8:30 p.m.

Raleigh Convention Center

2017 Sponsorship Opportunities

About the Public School Forum of North Carolina



In 2016, the Public School Forum marked its 30th year working to increase educational opportunities for the state's 1.4 million public school students.

We work to ensure all children in our state have the opportunity to reach their full potential through equal and meaningful public education that nourishes our state's civic and economic impact.

We provide trusted, nonpartisan, evidence-based research, policy analysis and innovative programs that empower an informed public to demand that education best practice becomes common practice throughout North Carolina.

Follow us on Twitter @theNCForum and visit our website at <http://www.ncforum.org/>.

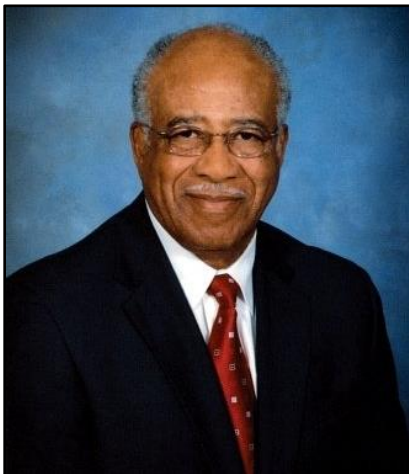
Jay Robinson Education Leadership Award

The Public School Forum of North Carolina Jay Robinson Education Leadership Award was established by the Public School Forum Board of Directors in 2000 to recognize exemplary leaders who have made outstanding contributions to public education.

The award is named in honor of the late Dr. Jay Robinson, one of our state's most distinguished education leaders. His career spanned 50 years, beginning as a math teacher and basketball and football coach in Cabarrus County, becoming a school principal and later superintendent of schools in first Cabarrus and then Charlotte-Mecklenburg school systems. He served as vice president for public affairs and special projects for the University of North Carolina system and chaired the State Board of Education. He was also the first president of the Public School Forum and served as an Emeritus Member of the Board until his death in April 2000.

This year, as we celebrate 31 years as the state's leading champion of public education, it is our privilege to honor former North Carolina Senator Howard N. Lee as the recipient of the Jay Robinson Education Leadership Award, in recognition of his life-long commitment of education. Mr. Lee will be recognized on May 18th at an event held at the Raleigh Convention Center from 6:00 p.m. until 8:30 p.m.

Howard N. Lee



Howard Lee has been a trailblazer his entire life. He may be best known as the first African-American to be elected mayor of a predominantly white southern town since reconstruction - Chapel Hill in 1969 - an office he would hold for three terms. He was also the first African-American to be named a cabinet secretary, serving as secretary of the N.C. Department of Natural Resources and Community Development under Gov. Jim Hunt, and the first to chair the State Board of Education.

In the North Carolina Senate, Lee built his reputation as a fighter for education reform, advocating for higher teacher salaries, increased funding for public and higher education and raising teacher and student standards. Howard Lee has dedicated his life to public service in support of children and education.

Reach Key Decision Makers Throughout North Carolina

Our Reach

Event Attendance – 500
Weekly Education Matters
state-wide television show

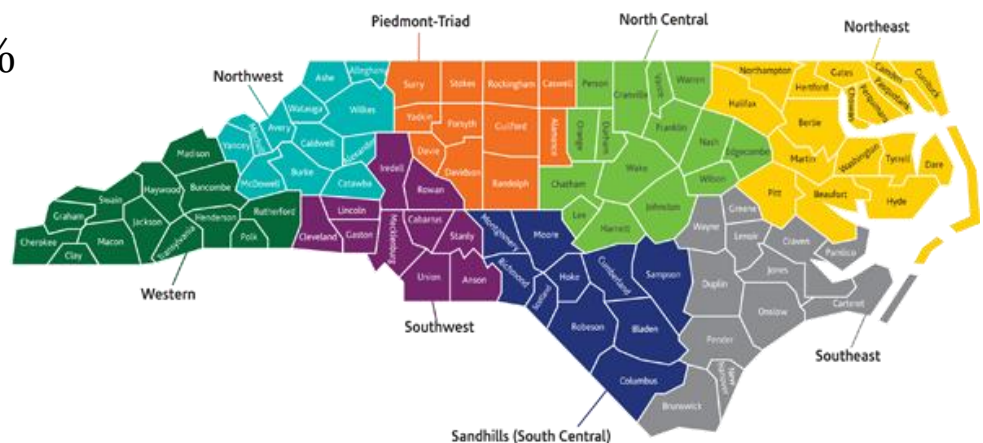
Weekly e-newsletter – 9,000
subscribers
Twitter, Facebook, and
LinkedIn – 3,500 followers

Attendee Profile

Educators – 30%
Current and Former Legislators – 20%
Business Leaders – 35%
Nonprofits – 15%

Geographic Representation

Northeast -2%
Southeast 2%
North Central – 35%
Sandhills
(South Central) -
7%
Piedmont-
Triad -20%
Southwest – 30%
Northwest -2%
Western - 2%



NC Department of Commerce Prosperity Zones

Previous Jay Robinson Education Leadership Award Recipients

2016

Governor James G. Martin

Former Governor of North Carolina

John Dornan and Jo Ann Norris

Former Public School Forum of North Carolina Leaders

2015

Governor James B. “Jim” Hunt, Jr. and Carolyn L. Hunt

Former Governor and Former First Lady of North Carolina

2014

Dr. Mark Edwards

Superintendent, Mooresville Graded School District

2013

Dr. Edward Eugene “Gene” Causby

Education Consultant, Lobbyist, Former Executive Director, NC School Boards Association (Deceased)

Dr. Patricia “Pat” Ashley

Former Director, District and School Transformation Division, NC Department of Public Instruction

2012

Justice Burley Mitchell

Former Chief Justice of the NC Supreme Court

Dr. Peggy Smith

Professor of Education, Campbell University, Member, Johnston County Board of Education, Retired Johnston County Schools

2011

Erskine Bowles

Former President, UNC system

Dr. Sam Houston

President & CEO North Carolina Science, Mathematics, and Technology Education Center

2010

Lawrence L. “Larry” Seigler

Retired Executive, DSM Pharmaceuticals, Inc.

2009

Dr. Dudley E. Flood
Education Consultant

2008

Dr. William C. Harrison

Former chair of State Board of Education, Former Superintendent of Cumberland County Schools

2007

Phil J. Kirk, Jr.

Director of Energy Services, Brady Energy Services, Former Chairman, NC State Board of Education

2006

Dr. Ann T. Denlinger

Vice President, William Peace University, Former Superintendent, Durham Public Schools

2005

Judge Howard E. Manning, Jr.

Resident Superior Court Judge

2004

Dr. Robert E. Bridges

Retired Educator and Consultant

2003

Dr. James F. Causby

Former Executive Director, North Carolina School Superintendents' Association, Former Superintendent, Johnston County Schools

2002

Dr. Tom McNeel

Retired Educator, Former Superintendent, Caldwell County Schools

2000

Laura Bilbro-Berry

Lead Coordinator, Wachovia Partnership East & ECU College of Education NC Teaching Fellows Graduate, NC Teacher of the Year, 2000-01

Highlights from 2016



Sponsorship Levels

Presenting Sponsor - \$20,000

- Six tickets to VIP reception from 5:30 p.m. until 6:00 p.m. with honoree
 - Photos with honoree, print and digital images shared after event
 - Signed copy of Mr. Lee's biographical memoir: *"The Courage to Lead, One Man's Journey in Public Service."*
 - Three reserved tables for eight; plus two North Carolina educators will join each table
 - Opportunity to welcome attendees during program
 - Inclusion in event promotional material including; printed and electronic invitations, Forum event website, event program, and press releases*
 - Recognition on event signage as Presenting Sponsor
-

Public School Champion Sponsor - \$10,000

- Four tickets to VIP reception from 5:30 p.m. until 6:00 p.m. with honoree
 - Photos with honoree, print and digital images shared after event
 - Signed copy of Mr. Lee's biographical memoir: *"The Courage to Lead, One Man's Journey in Public Service."*
 - Two reserved tables for eight; plus two North Carolina educators will join each table
 - Inclusion in event promotional material including; printed and electronic invitations, Forum event website, event program, and press releases*
 - Recognition on event signage as Public School Champion Sponsor
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Friend of Education Sponsor - \$5,000

- Two tickets to VIP reception from 5:30 p.m. until 6:00 p.m. with honoree
 - Photos with honoree, print and digital images shared after event
 - Signed copy of Mr. Lee's biographical memoir: *"The Courage to Lead, One Man's Journey in Public Service."*
 - One reserved table for eight; plus two North Carolina educators will join each table
 - Inclusion in event promotional material including; printed and electronic invitations, Forum event website, event program, and press releases*
 - Recognition on event signage as Friend of Education Sponsor
-

Table Sponsor - \$1,500

- One reserved table for eight; plus two North Carolina educators will join each table
- Inclusion in event program*
- Recognition on event signage as Table Sponsor

**Sponsors will be recognized in printed promotional material as deadlines allow. All sponsors will be recognized in digital promotional material as soon as commitments are received.*

Sponsorship Commitment Form

Sponsorship Level:

- ☐ **Presenting Sponsor - \$20,000**
- ☐ **Public School Champion Sponsor - \$10,000**
- ☐ **Friend of Education Sponsor - \$5,000**
- ☐ **Table Sponsor - \$1,500**

Payment Type:

- ☐ **Credit Card by Phone** - call 919-781-6833 (*ask for Rhonda van Dijk*)
- ☐ **Send a Check** - (*payable to Public School Forum of North Carolina*)

3739 National Drive, Suite 100
Raleigh, NC 27612

Other Information:

Name: _____

Organization: _____

Organization Contact (if different): _____

Address: _____

Phone: _____ Email: _____

Organization Name as you would like it to appear on event literature and PR materials:

Please send completed form and logo to:

Keith Poston

President and Executive Director

kposton@ncforum.org

919-781-6833

Thank you for your partnership

For 17 years, the Public School Forum has been proud to pay tribute to Jay Robinson through the recognition of exemplary leaders who have made outstanding contributions to public education. This is a special year as we honor a true trailblazer in public education and service to our state. We look forward to celebrating with you at the Raleigh Convention Center on May 18th.