



**Jay Robinson Education Leadership Award Gala
Honoring Jim and Barbara Goodmon**

May 30, 2019

6:00 p.m. – 8:30 p.m.

Raleigh Convention Center

2019 Sponsorship Opportunities

About the Public School Forum of North Carolina



The Public School Forum has been working to increase educational opportunities for the state's 1.4 million public school students for more than 30 years.

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, visit our website at ncforum.org and tune into [Education Matters](#) each weekend.

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, it is our privilege to honor Jim and Barbara Goodmon as the recipients of the Jay Robinson Education Leadership Award, in recognition of their life-long commitment to education.



Jim and Barbara Goodman

Jim Goodman, chairman and CEO of Capitol Broadcasting Company (CBC), and Barbara Goodman, president of the A.J. Fletcher Foundation, have spent decades finding innovative ways to meet their community's needs—and public education has always been at the top of their agenda. As actively engaged philanthropists and changemakers, the Goodmons have promoted effective and high-quality human services for disadvantaged people and communities and spearheaded efforts to ensure North Carolina's citizens have access to first-class early childhood education and public schools across the state.

Barbara Goodman has dedicated herself to civic and social change through decades of community engagement. She has served as president of the A.J. Fletcher Foundation since 2003, and previously served as its Executive Director. Through her work at the Foundation, Barbara has promoted collaboration and capacity-building in the arts, education, and non-profit sector. Barbara currently serves as president and board member of The Fletcher Academy, a school dedicated to serving students with learning differences, and has previously served on the Meredith College Board of Trustees, North Carolina State University College of Humanities and Social Sciences Advisory Board, University of North Carolina School of Social Work Board of Visitors, University of North Carolina School of the Arts Board of Trustees, and the Raleigh Fine Arts Society, amongst many others.

As Capitol Broadcasting's top executive, Jim Goodman guided the growth of CBC's broadcast holdings and led its dynamic expansion into satellite communications, new media, real estate and professional sports, while also shaping the region through his philanthropic efforts. Among his many contributions to education in our state, Jim served as the first chairman of the North Carolina Partnership for Children where he led efforts to establish Smart Start to expand early childhood education opportunities. Along with Barbara and through the work of the A.J. Fletcher Foundation, Jim provides support for an education reporting fellowship at the UNC School of Media and Journalism. CBC also offers education reporting and programming on WRAL-TV that endeavors to shine a light on important education policy issues, including the Forum's weekly television show, Education Matters.

Jim's vision and commitment is not limited to education. His leadership roles in community organizations and his dedication to revitalizing struggling North Carolina towns is exemplary. He currently serves as chairman of the Dix Park Conservancy, a private organization that provides support and research for the development of a 308-acre park in downtown Raleigh. And part and parcel to CBC's ownership of the Durham Bulls baseball team has been its development of the American Tobacco Campus, both of which have served as catalysts to the revival of downtown Durham. Similarly, the company's development of the Rocky Mount Mills is helping bring life back to downtown Rocky Mount.

He and Barbara are members of the Raleigh Hall of Fame, was named the News & Observer's 2003 "Tarheel of the Year", and in 2000 he was awarded the North Carolina Award for Public Service – the highest recognition the state confers.

Previous Jay Robinson Education Leadership Award Recipients

2018

Ann Goodnight
Senior Director of
Community Relations, SAS

2017

Howard N. Lee
Former Senator

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
NC SMT 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

Sponsorship Levels

Presenting Sponsor - \$20,000

- Six tickets to VIP reception from 5:30 p.m. until 6:30 p.m. with Mr. and Mrs. Goodman
 - Photos with Mr. and Mrs. Goodman, print and digital images shared after event
 - 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
 - Choice of 30-second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice over on Education Matters for 3 months
-

Public School Champion Sponsor - \$10,000

- Four tickets to VIP reception from 5:30 p.m. until 6:30 p.m. with Mr. and Mrs. Goodman
 - Photos with Mr. and Mrs. Goodman, print and digital images shared after event
 - 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
 - Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice over on Education Matters for 1 month
-

Friend of Education Sponsor - \$5,000

- Four tickets to VIP reception from 5:30 p.m. until 6:30 p.m. with Mr. and Mrs. Goodman
 - Photos with Mr. and Mrs. Goodman, print and digital images shared after event
 - 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
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Public School Partner Sponsor - \$2,500

- Two tickets to VIP reception from 5:30 p.m. until 6:30 p.m. with Mr. and Mrs. Goodman
 - Photos with Mr. and Mrs. Goodman, print and digital images shared after event
 - One reserved table for eight; plus two North Carolina educators will join each table
 - Inclusion in event program*
 - Recognition on event signage as Public School Partner Sponsor
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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 appropriate to their sponsorship level 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
- Public School Partner Sponsor - \$2,500
- 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)

3725 National Drive, Suite 101
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:

Marisa Bryant

mbryant@ncforum.org

919-781-6833 x 100

Thank you for your partnership

For 19 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 30th.