

*By exchanging advertising for education, your company will improve the lives of millions of children while also improving your reputation among millions of adults.*



## **The Six Key Components to Evaluating Successful School Sponsorship** *and Ensuring Positive ROI for Your Company*



Helping you reach the future

# EXECUTIVE SUMMARY

An investment in young people is at once healthy and valuable. While corporations have famously spent staggering amounts of money on advertising to the youth market, they are perhaps missing one key element: What is in it for the kids? By exchanging advertising for education, your company will improve the lives of millions of children while also improving your reputation among millions of adults. When kids are excited about an idea, the family will likely follow suit, whether the subject is as simple as turning off lights when they are not being used or as complicated as giving up smoking. Today's kids are up to the challenge of shaping today's adults. The challenge for you is to find an opportunity to get them educated and excited, and of course reaching the largest possible audience makes the most sense. So what is that audience? Who are they and, more importantly, where are they?

School kids are perhaps the most inclusive demographic available anywhere. All economic brackets, every ethnicity and every stage of intellectual development is represented within the walls of our public and private schools for about nine months out of every year, totaling some 53 million students. These 53 million young people are neither silent (especially on long car rides) nor powerless. Arguably the most connected generation in history, they are confident citizens of the information age. Social media like blogging, vlogging, Facebook, Twitter and Tumblr help them share ideas and opinions across otherwise uncrossable distances, and at nearly the speed of thought. Your company's reputation is in the digital hands of millions of people—so how do you reach them?

In my thirty-two years of experience since founding NTC, I have worked firsthand to build an educational bridge between communities and businesses. I know how hungry schools are for new and exciting programs to offer their students. By sponsoring such a program your company becomes an active participant in improving that classroom, that community or even that particular region of the country. School sponsorship is a method of bringing educationally rich information, resources and/or experiences into classrooms, on both a local and national scale. There are five basic categories of school sponsorship that already exist: Sponsored Curriculum, Volunteers in the School, Extracurricular Events, Train-the-Trainer and School Events.

Each type comes with varying strengths and shortcomings, which means your company must make comparisons in order to best match the type of sponsorship that meets your particular needs and direction.

To assist you in selecting your best match from these five types, we have designed a system to evaluate each type of sponsorship using six scoring components. These components are Educational Value (concerned with actually leaving the students more informed and empowered than you found them); Consistency at Scale (bringing your program to as large an audience as possible while retaining quality); Measurable Usage (ensuring that the information and material you bring to schools is being used becomes essential to making a long-term difference); Parental Activation (getting the families of kids involved in your program); Cost per Student (calculating how much you would like to spend on each student); and finally PR Value (how well this program will serve your image in the community).

## School Kids are Perhaps the Most Inclusive Demographic Available Anywhere.

In our system, each of the five components is assigned a score from 1–3, depending on how well that sponsorship type benefits that area. In addition, to make the score specific to your particular company, we have included a multiplier. This multiplier applies a 0–10 score based on what your business hopes to achieve by using this sponsorship. For instance, if you were largely concerned with making sure the program is in fact being utilized, the Measurable Usage multiplier would be quite high. Conversely, if you were not concerned with Parental Activation it would receive a low score, such as 1 or 2.

The resulting score, which is the product of a sponsorship's base score and your company's unique multiplier, will reveal which variety of school sponsorship is best suited to your needs. Once put into use, school sponsorship will serve you and the public in a positive and reciprocal way and help secure your corporate legacy. I invite you to read further to learn the details of school sponsorship, how it can work into your vision and how our scoring system will ensure your sponsorship funds are put to their best possible use.

**Ward Eames**  
*President and Founder of NTC*



***School sponsorship is an education-based program that allows your company a healthy and positive presence in schools across the nation.***

## **“So. What Did You Learn at School Today?”**

This time-honored icebreaker still kicks off countless dinnertime conversations across the country. Between mumbles, eye-rolling and juvenile reluctance, there is actually something very important happening around those tables: people are teaching each other. More specifically, kids are teaching and sharing with adults. We live in the Information Age, where all things seem knowable, possible and infinitely sharable. Technology has only increased the power and mobility of this information exponentially. Americans are tech savvy and American kids are joining the electronic conversation, too, by passing along knowledge and opinions as fast as they are being exposed to them. Is your company a part of this rich and valuable conversation? Would you like to be?

School sponsorship may be the answer you are looking for. At its essence, school sponsorship is an educational exchange between you, school children, their families and the communities in which they live. What’s more, this exchange is a threefold “win” situation. It’s good for kids, it’s good for communities and it’s good for business. By offering information intended to improve the minds, awareness, responsibility and habits of a community, school sponsorship can make a tangible and measurable difference. Also, because school sponsorship is not an advertising campaign, it frees itself of the very visible strings that attach many programs directly to purchasing incentives. School sponsorship is an education-based program that allows your company a healthy and positive presence in schools across the nation and in return, it brings equally healthy and positive benefits for your corporate reputation.

As our culture becomes more and more saturated with social media, the importance of reputation grows increasingly clear. Today’s consumers are more informed than ever, and are talking amongst themselves in a continual conversation through media and technology. When a company emerges with a positive presence in an aspect of life outside of consumerism, people take notice and they pass that along to others. The public is intelligent and discerning, and so are the kids filling today’s classrooms. School sponsorship is a bridge between you and those classrooms, where some 53 million young people are ready and willing to learn what your company is interested in teaching. Unlike media such as TV, the Internet or radio, which have an amorphous and inconstant pool of viewers or listeners, the audience of children at school is not only captive but is also receptive. Kids are in school to learn, and in that environment they are ready to absorb your information and message right alongside their lessons on fractions and physics. It makes sense to catch them at their most attentive point in the day, as opposed to hoping that they will remember your message while it’s



crammed between segments of their favorite hyper-stimulating TV show. In all fairness, a certain aquatic sponge and his animated contemporaries are not easy competition when vying for the attention of kids. However, in the environment of school, the white noise of other media is already eliminated, helping to align your company with a school's educational effort.

## Reaching Adults Through Their Students

Corporate attraction to schools is nothing new and the reason is very clear: you want to reach the largest possible audience in a way that is mutually beneficial to your company and that audience. By educating young people, the result of your outreach actually redoubles without additional effort. In addition to reaching the staggering number of kids in the classroom, the information you share is also going to reach the many adults involved in the lives of these children, including parents, teachers and school staff or volunteers. These adult family members and school professionals bring approximately 85 million additional people to your potential audience. The school channel opens to vast seas of people, though using this channel effectively and ethically can be a slippery slope. To assist you in navigating this territory, we have designed a system to better evaluate your school channel options. The results from this system, which we will cover in just a moment, illustrate how each type of school sponsorship will specifically fit your needs, expediting your decision-making process and enabling action.

## What School Sponsorship is Not.

**School sponsorship is not an advertisement.** Perhaps the most obvious tool to create a presence in schools is to purchase a section of the gymnasium wall in hopes that spectators will look up from their nachos at halftime and notice your logo. This effort's primary upside is also its downside in that its great ease also makes it the least proactive method in the toolbox. The company name and logo will be visible, but it will offer no personality, no human interaction and essentially no immediate educational value. Also, there is no way to gauge any kind of activation that results from advertising, rendering this method even less proactive. There is a huge difference between a classroom and a living room, and blatant advertisements belong solely in the latter.

**School sponsorship is also not cause-related marketing.** Some companies have chosen a purchasing incentive to fuel their educational contribution. Continuity programs like Box Tops for Education, the method of choice for General Mills, and Campbell's Labels for Education are certainly generous programs, but only after a child or an adult involved with the school has spent money on that company's product. The resulting contribution is a percentage of a profit rather than an investment in a client, let alone a direct educational offering, each of which project a very different attitude toward education. The lack of actual involvement and interaction between the company and school eliminates any sort of emotional investment the kids and adults may feel toward a more hands-on approach.

**Finally, school sponsorship is not philanthropy.** Philanthropy is wonderful and admirable, but isn't always a realistic option in our competitive market and challenging economy. Corporate sponsorship of something like a performance that is strictly for entertainment is a kind gesture, but it's neither an investment in bettering lives nor for improving your company in a meaningful way. Though it would be excellent if we all were 19th century steel barons handing out gifts freely just to see our names engraved on libraries across the nation, it raises the question: What is the benefit of a name on a building? How are you affecting the future if your legacy is mere proof you existed? The 21st century is more forward-thinking than that, and balancing business returns with generosity, as well as enriching the message with educational value, does not have to be a fantasy at all. This is in fact where school sponsorship steps up to the plate.

*Adult family members and school professionals bring approximately 85 million additional people to your potential audience.*

## Five Types of School Sponsorships

Every market and every audience is unique, and since there is not a one-size-fits-all answer to meet every group's needs, there are also a variety of school sponsorship types—five to be exact. These types include Sponsored Curriculum, Volunteers in the School, Extracurricular Activities, Train-the-Trainer and School Events. Like all things in this imperfect world, each type of sponsorship comes with advantages and limitations, and the strategy is to match a school sponsorship that yields your desired ROI while delivering valuable knowledge at scale. Essentially there should be a win/win situation for you and your audience.

## Scoring the Effectiveness of Sponsorship

To better understand how effectively each type of school sponsorship will work for you, we designed a scoring system to help you evaluate each type of sponsorship. The overall score is broken down into six components: Educational Value, Consistency at Scale, Measurable Usage, Parental Activation, Cost per Student and PR Value. Each component is then assigned a 1–3 value (one represents a low score and three represents a high score), and is met with a multiplier based on your company's particular need for that component, taking into consideration a balance of your goals and objectives. This multiplier has a ten-point value scale and the resulting score suggests whether or not that kind of sponsorship is the best fit for your company.

**The overall score is broken down into six components:**

- **Educational Value**
- **Consistency at Scale**
- **Measurable Usage**
- **Parental Activation**
- **Cost per Student**
- **PR Value**

### Educational Value

The first scoring component is Educational Value. This component is concerned with actually teaching the things you want to teach, leaving the students more informed and empowered than you found them. If a program offers no educational value, it may not be a good candidate for school sponsorship in the first place, though its score in other components may raise its overall score.

### Consistency at Scale

Next, there is Consistency at Scale. School sponsorship reaches beyond visiting a school or two in your neighborhood in order to make a meaningful impact by educating students not just locally, but regionally and nationally.

### Measurable Usage

Measurable Usage ensures that the information and material you bring to schools is being used. If there is no way to measure that use, it's just another tree falling in a forest with no one around to hear it. Measurement is crucial.

Program Name			
Type of Sponsorship	Score	Multiplier	Total
Educational Value	1–3	1–10	
Consistency at Scale	1–3	1–10	
Measurable Usage	1–3	1–10	
Parental Activation	1–3	1–10	
Cost per Student	1–3	1–10	
PR Value	1–3	1–10	
<b>Total</b>			

### Parental Activation

Next is Parental Activation. While not possible with all types of school sponsorship, getting parents involved can be an important step in utilizing school sponsorship as a communications tool.

### Cost per Student

Cost per Student calculates how much you are spending on each

student. It is important for a number of reasons, such as determining if the sponsorship is economically feasible and efficient.

### PR Value

Finally, there is the “halo effect” that comes with positive PR Value. How will school sponsorship affect your PR and image in the community?

These are all important factors to consider since you will find you will value one component over another. The next step is to acquaint yourself with the five kinds of school sponsorship. The following examples from existing sponsorships will help illustrate each variety and illuminate its particular strengths and shortcomings.

# Evaluating the Five Types of School Sponsorship

## Sponsored Curriculum

The most common type of school sponsorship is a Sponsored Curriculum, which is a material educational presence in a classroom as opposed to a personal presence. Newspapers In Education is a program that falls into this category. Through this program, which exists nationwide, a sponsor essentially foots the bill for a newspaper subscription for each student and is delivered to their classroom. Included alongside the subscription is an online teacher's guide to help facilitate lessons designed around the current articles. Newspapers In Education can be used as a part of both social



**Newspaper Association of America Foundation**

studies and language arts, and can be specialized due to its local and topical nature. How does it measure up in our scoring matrix? Educationally, it holds up very well.

The information is relevant and timely, and turning kids on to the news is certainly valuable. This earns the program a 3 in the Educational Value component. However, it is very difficult to establish

Consistency at Scale. The scale factor is not the problem, since newspapers are ubiquitous. But newspapers vary by location,

and an article in one major city may not deliver as much useful information as an article from another city, leaving such a wide field for variation that this particular score must be a 1. Also, after

the newspapers are delivered, the sponsor must take a laissez faire approach, therefore determining usage, let alone measuring it, becomes impossible. That score is reduced to a 1 as well. The PR generated by such a program might be noticeable, but there may not be much discussion about the sponsor after the subscription has been purchased, leaving the public relations value around a 2. Costs for this program add up quickly, since the newspaper will be delivered daily to each student. Parental Activation is not especially applicable, since the discussion will be classroom centered, adding another 1 to each of the last components. The final score, roughly, for this Sponsored Curriculum is 9. Your company's needs will alter the score through your specific multiplier, of course. When applied to a hypothetical company's multiplier, this score becomes 63 out of a possible 180.

Newspapers in Education			
Sponsored Curriculum	Score	Multiplier	Total
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	1	10	<b>10</b>
Parental Activation	1	10	<b>10</b>
Cost per Student	1	1	<b>1</b>
PR Value	2	4	<b>8</b>
<b>Total</b>	<b>9</b>		<b>63</b>

*Arguably the most connected generation in history, they are confident citizens of the Information Age.*

**Getting parents involved can be an important step in utilizing school sponsorship as a communications tool.**

Another example of Sponsored Curriculum is The Stock Market Game, provided by groups such as Merrill Lynch, McGraw Hill and even the New York Stock Exchange. The premise is that students are given hypothetical money to invest in actual stocks as they learn to understand how the market works while refining their math and financial literacy skills. How does The Stock Market Game score?



Like Newspapers in Education, the Educational Value is excellent, but maintaining Consistency at Scale is again impossible since the game is under the direct control of each individual teacher. Since a corporation can sponsor a team in the stock market game, the PR Value is fairly good. The Cost per Student is nearly non-existent, raising that score to a 3, but since there is no Parental Activation that component receives a 1. The overall score, before the multiplier is applied, for The Stock Market Game weighs in at 12 out of a possible 18, and the hypothetical multiplier brings the score to 75.

The Stock Market Game			
Sponsored Curriculum	Score	Multiplier	Total
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	2	10	<b>20</b>
Parental Activation	1	10	<b>10</b>
Cost per Student	3	1	<b>3</b>
PR Value	2	4	<b>8</b>
<b>Total</b>	12		<b>75</b>

**Volunteers in the School**

Volunteers in the School is a far more interpersonal kind of school sponsorship than the previous two. This type of sponsorship places an expert from a field directly into the classroom as a teacher, mentor or guide. The range of topics this sponsorship can cover is as wide and varied as they come, including everything from life skills to specific fact-based programming. This variety can certainly be exciting, but it will not translate to an especially high score for several reasons. Determining the Educational Value, as well as Consistency at Scale, is difficult because the content and

the volunteer are highly variable.

Each of those components therefore receives a 1 on the scoring system because measurable data cannot be generated across the entire network. Measuring if this

information is being shared proves difficult, since there is one volunteer charged with the task of passing it along to the students, so this score becomes a 2. Volunteering



**Junior Achievement®**

is an exceptional way to generate positive PR Value since actual personnel from your company are out meeting and educating kids. But the most problematic area of this sponsorship is the Cost per Student. The word “volunteer” can be a bit misleading, since the individual sent to the school is very likely an employee of your company, and is often, in fact, an executive. This volunteer from your company is still on your payroll, and their time away from the office is still on the company clock though the work they would otherwise accomplish on-site is lost. Other costs, such as printed materials and the volunteer’s per diem multiply quickly, raising the Cost per Student and thus lowers that score to a 1. Parents tend to be left out of the volunteer’s program, earning this school sponsorship yet another 1. The final score is 9 before the multiplier is applied. After the multiplier, as you can see, the score becomes 61.

Junior Achievement			
Volunteers in School	Score	Multiplier	Total
Educational Value	1	8	8
Consistency at Scale	1	10	10
Measurable Usage	2	10	20
Parental Activation	1	10	10
Cost per Student	1	1	1
PR Value	3	4	12
<b>Total</b>	9		<b>61</b>

### Extracurricular Activities

Sponsoring Extracurricular Activities is another option. Sometimes called co-curricular activities, these after school programs offer exceptional educational opportunities to students who are able to participate in them. Therein lies the

rub, not all students have the time for or access to out-of-school activities. Of the available options listed so far, Extracurricular Activities offer the sponsor the most slender slice of the student population. This is a setback in that it limits the number of students you can reach, but could be an educational advantage by increasing the focus and attention the available students do receive.

Lego League is a great illustration of this sponsorship.

The Lego company sponsors an after school club that supplies a team of students with materials (namely those familiar multi-color bricks) and assigns a particular challenge which requires the team to build a robot to perform that task. The combination of science and play is ingenious, but like the other types of sponsorship is imperfect. The Educational Value is great, but when



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you rely on one person to deliver the material, Consistency at Scale is limited by how effective that one person really is. Since there are public competitions between teams, this sponsorship is highly measurable and is highly visible as a PR supplement. Visibility also lends itself to Parental Activation, since many attend the competitions. However,

these programs can require a lot of expensive materials, lowering the Cost per Student score to a 1. The overall score for First Lego League is a 13 out of 18 — the highest score yet, but still a hefty distance from the top of the scale—and emerges from our multiplier with 97 out of 180.

<b>First Lego League</b>			
<b>Extracurricular Activities</b>	<b>Score</b>	<b>Multiplier</b>	<b>Total</b>
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	3	10	<b>30</b>
Parental Activation	2	10	<b>20</b>
Cost per Student	1	1	<b>1</b>
PR Value	3	4	<b>12</b>
<b>Total</b>	13		<b>97</b>

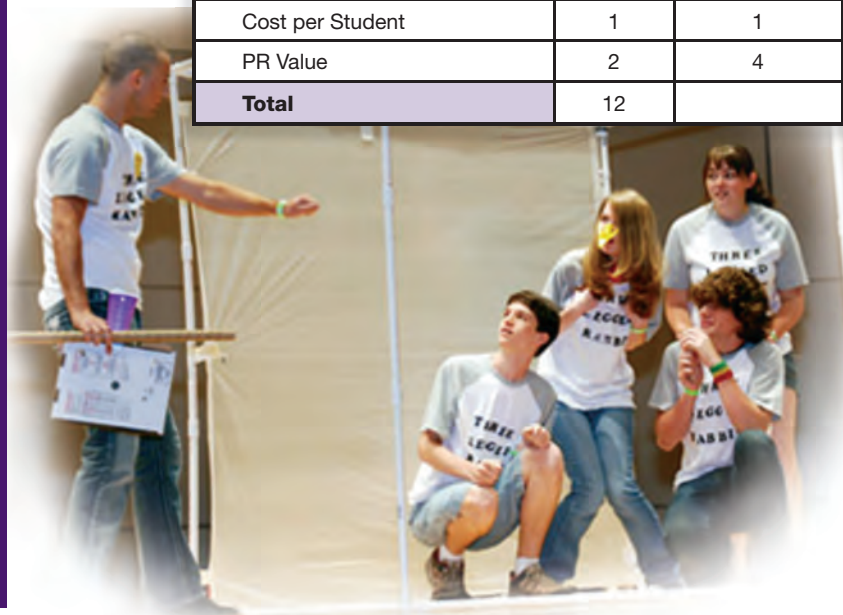
*School kids are perhaps the most inclusive demographic available anywhere. All economic brackets, every ethnicity and every stage of intellectual development is represented within the walls of our public and private schools.*

Another example of Extracurricular Activities is the program Destination ImagiNation. This program teaches teams of students to solve problems, which vary from scientific to theatrical, through critical thinking, creativity and teamwork. The program is nationwide and also has a presence internationally in 30 countries. Like all sponsorship types that require a volunteer leader, its Consistency at Scale is very limited while its



Educational Value and Measurable Usage are very high. Travel expense, materials and other necessary costs drive the Cost per Student up, leaving it with a low score in that category. The total score for Destination ImagiNation weighs in just behind First Lego League at 12 and a multiplier score of 93.

<b>Destination Imagination</b>			
<b>Extracurricular Activities</b>	<b>Score</b>	<b>Multiplier</b>	<b>Total</b>
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	3	10	<b>30</b>
Parental Activation	2	10	<b>20</b>
Cost per Student	1	1	<b>1</b>
PR Value	2	4	<b>8</b>
<b>Total</b>	12		<b>93</b>





### Train-the-Trainer

The next sponsorship is Train-the-Trainer, in which educators are brought together in order to become their school's expert on a subject or theme. These teachers then return to their classroom and foster this information among their students.

Project Wet is a fitting model for this sponsorship; a science-focused program concerned primarily with water. This project is available in all 50 states and is offered to grades K–12. The possibility of reaching every single student in the country exists, but the program only employs 68 facilitators and its reach becomes limited. The scores, as you can see, are not as high



as one might expect. The data available to measure the use and educational value don't extend across the program, since each teacher is free to use the information however they desire once they are actually teaching. The only remarkable score on the card is the Cost per Student, which is low since the teacher is not an additional cost to the school and teaches the information as a part of their course. The base score is 10 and when the multiplier is applied the score becomes 61.

Project Wet			
Train-the-Trainer	Score	Multiplier	Total
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	1	10	<b>10</b>
Parental Activation	1	10	<b>10</b>
Cost per Student	3	1	<b>3</b>
PR Value	1	4	<b>4</b>
<b>Total</b>	10		<b>61</b>

The Jason Project is a more successful model for Train-the-Trainer. The Jason Project allows students in a classroom the rare and exciting opportunity to directly control a submersible camera and explore the actual wreckage of the Titanic. While most students only get to see the Titanic while



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Leonardo DiCaprio and Kate Winslet are “flying” on the bow, these students are up close and in the face of history. The Educational Value, therefore, is very high. The Consistency at Scale is limited to the one classroom and the data on Measurable Usage is non-existent. The technology involved in this program lends itself to great PR Value, it comes at a medium Cost per Student and does not involve parents because it is a classroom-only program. The Jason Project’s score is 11 out of 18 and is hypothetically multiplied to become 68.

<b>The Jason Project</b>			
<b>Train-the-Trainer</b>	<b>Score</b>	<b>Multiplier</b>	<b>Total</b>
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	1	10	<b>10</b>
Parental Activation	1	10	<b>10</b>
Cost per Student	2	1	<b>2</b>
PR Value	3	4	<b>12</b>
<b>Total</b>	11		<b>68</b>

### School Events

The fifth model of school sponsorship is School Events, which includes programs like Field Trip Factory. This program provides an online curriculum that a school can use



as they visit an off-site business, factory or facility. The program is designed for grades K–8 and is available in every US state. Teachers can choose from 30 different field trip curricula. While Educational Value is good, the retention rate of the information is difficult to track, since there is rarely any sort of test for students to pass after a trip. The Consistency at Scale will be all over the map since each experience is unique. Measurable Usage is high because it can be noted whether or not students attended the trip. Photo opportunities abound when kids are visiting a workplace, so PR Value is fairly good. The Cost per Student tends to be high for a field trip in that during the

experience, the facility becomes a classroom, slowing production and using employees to demonstrate and explain the company’s operations. Finally, Parental Activation may be limited to those parents who volunteer as chaperones. The final score for Field Trip Factory is 10 out of 18 and emerges after multiplication at 75.

<b>Field Trip Factory</b>			
<b>School Events</b>	<b>Score</b>	<b>Multiplier</b>	<b>Total</b>
Educational Value	2	8	<b>16</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	3	10	<b>30</b>
Parental Activation	1	10	<b>10</b>
Cost per Student	1	1	<b>1</b>
PR Value	2	4	<b>8</b>
<b>Total</b>	10		<b>75</b>



One last example for these models is the program Mad Science. The images this program might conjure of wild science experiments are not far off, and Mad Science in fact brings exciting and theatrical science to school assemblies or directly into science classrooms. The program belongs to a Canadian company and local franchise operations bring specialized presentations to schools in all 50 states to grades K–12. The strengths of Mad Science lie in its

obvious Educational Value, Measurable Usage and the theatricality it brings to potential PR Value, but its other scores remain lackluster, bringing it a total score of 87.

Mad Science			
School Events	Score	Multiplier	Total
Educational Value	3	8	<b>24</b>
Consistency at Scale	1	10	<b>10</b>
Measurable Usage	3	10	<b>30</b>
Parental Activation	1	10	<b>10</b>
Cost per Student	1	1	<b>1</b>
PR Value	3	4	<b>12</b>
<b>Total</b>	12		<b>87</b>

## Determining the Multiplier for Your Organization

The scores determined by computing the base score (1–3) by the organization’s multiplier (1–10) will help you determine how well each model of school sponsorship can meet your objectives. We have used a single, fictional company for the multipliers in all our previous examples. While the base score would stay the same for specific sponsorship opportunities, the multipliers will be *different for every organization* and may even change from year to year depending on changing organizational needs.

For instance, a regional retail company might be very interested in Measurable Usage and Parental Activation, but have less need for Consistency at Scale. On the other hand, a national financial services group might have business and reputation objectives that make them focus their multipliers on Educational Value, Consistency at Scale and PR Value. Their multipliers might look like this:

Regional Retail Company	Multiplier
Educational Value	8
Consistency at Scale	2
Measurable Usage	10
Parental Activation	10
Cost per Student	5
PR Value	5

National Financial Services	Multiplier
Educational Value	10
Consistency at Scale	10
Measurable Usage	4
Parental Activation	8
Cost per Student	2
PR Value	10

Again, they’re different because they have different business priorities, and the school sponsorship they select should clearly support those initiatives.

**School sponsorship will serve you and the public in a positive and reciprocal way and will help secure your corporate legacy.**



***By educating young people, the result of your outreach actually redoubles without additional effort.***

## The NTC Solution

Whether Educational Value, Consistency at Scale, Measurable Usage, PR Value, a low Cost per Student ratio or effective Parental Activation is your highest priority—you should consider the NTC model of school sponsorship. So what does NTC have to offer?

For over 32 years, NTC has delivered enjoyable and educational programs to over 50 million students and parents. Our live performances use professional actors from across the country and are multi-platform, multi-media experiences that kids, teachers and parents have reported as excellent sources of both entertainment and information. Whether your topic is energy conservation, health and nutrition, financial literacy, bullying or something unique, it is likely a program can be developed and brought to classrooms.

The Educational Value of an NTC school event is a 3, since the only program we will bring to kids is one that is clearly beneficial. Since NTC employs professional actor/educators who have traveled across the country many times, the Consistency at Scale is 3 out of 3. In addition to a live program, students also receive supplemental materials, which have a 96% return rate. In other words, these materials find their way to parents or adult guardians almost all of the time, bringing the Measurable Usage score to a 3 as well. These performances often make it into school newsletters or local papers, offering a 3 out of 3 on the PR Value scale. Since labor and travel are not yet free, the Cost

per Student score for NTC does become a 1. Parental Activation, due to a combination of the enthusiasm of kids and the materials they bring home, weighs in at 2. After applying this score to our hypothetical multiplier, the final score is a 117.

NTC			
School Events	Score	Multiplier	Total
Educational Value	3	8	<b>24</b>
Consistency at Scale	3	10	<b>30</b>
Measurable Usage	3	10	<b>30</b>
Parental Activation	2	10	<b>20</b>
Cost per Student	1	1	<b>1</b>
PR Value	3	4	<b>12</b>
<b>Total</b>	15		<b>117</b>

## Finally

School sponsorship, as you can see, is not a perfect product. In fact, it is not exactly a product at all. Instead, it is a process—a means to an educational and exciting end. When matched with a company’s focused intention, however, it becomes far less imperfect. A blanket score of 180 out of 180 is impossible, since it would suggest a company doesn’t have clear needs, values or direction for the information they desire to bring to classrooms. This evaluation system will empower you to make better use of school sponsorship. While school sponsorship is not flawless, it remains obviously beneficial to all parties involved. Plug in your own needs to the various multipliers and discover how school sponsorship can link you directly to a new generation of thinkers, as well as reconnect you to the current generation.

