

# SET CHILDREN UP FOR SUCCESS IN SCHOOL



**GIVE:** *Stuff the Bus* is an annual donation drive to collect required NEW school supplies for children who are not able to afford them. Donated supplies are distributed to schools throughout San Luis Obispo County. We have at least 5 locations countywide where we partner with local school districts to park their bus at a business to be a collection site for school supply donations.

**ADVOCATE:** Local workplaces can collect brand new school supplies so kids can be prepared to go back to school. Those supplies are delivered to drop off locations in SLO County like San Luis Obispo, Cambria, Arroyo Grande, Atascadero and Paso Robles.

**VOLUNTEER:** Our 11<sup>th</sup> annual *Stuff the Bus* event will take place August 9-11, 2019 at Staples in San Luis Obispo, Walmart in Arroyo Grande, Staples in Paso Robles, Cookie Crock in Cambria, and K-Mart in Atascadero. We are seeking over 120 volunteers this year! Sign up at [www.volunteerslo.org/stuffthebus](http://www.volunteerslo.org/stuffthebus)

**WHY IS THIS IMPORTANT?** *Stuff the Bus* eases the financial burden on families, promotes learning, encourages self-esteem and helps kids stay in school. Students who receive backpacks and supplies are those who are considered low income, socioeconomically disadvantaged or homeless – they live in shelters, motels, sheds, garages and other places not originally meant for human habitation. In 2018, **more than 3,000 students** were identified as homeless throughout San Luis Obispo County.

**More than a backpack, *Stuff the Bus* improves children's odds for success in school and in life. There are many ways to help:**



Invest in a Sponsorship



Host a Workplace Collection Site at Your Location



Volunteer as a Team to Collect, Sort, or Stuff Supplies



Learn more at:  
[www.unitedwayslo.org/stuffthebus](http://www.unitedwayslo.org/stuffthebus)

United Way of  
San Luis Obispo County



# STUFF THE BUS SPONSORSHIP

	STAR	BRONZE	SILVER	GOLD
SPONSOR LEVELS	VOLUNTEER	SPONSOR	PROGRAM	EVENT
LIVE UNITED T-Shirt	X	X	X	X
Name/Logo recognition on UWSLOC website as sponsor	Name	Name	Logo	Logo
Name/Logo recognition of UWSLOC Social Media	One Mention	Two mention	Four mentions	Six mentions
Recognition on promotional materials (flyers, enewsletter, PSAs)	One Mention	X	X	X
Your banner displayed at # of Stuff the Bus locations (you supply banner)	N/A	1	2	5+
Recognition in Half-Page Sponsor Thank You Ad (Sept issue of New Times)	Name	Name	Logo	Logo & Picture
Reserve volunteer spaces for employee and family	2	4	6	10
Your logo displayed on School Supply Shopping Lists & flyers	N/A	X	X	X
	Water & Snacks for volunteers (TBD)	\$500	\$1,000	\$1,500

Thank you to our media sponsors:



CHANGING THE ODDS





## 2019 Stuff the Bus Partnership Opportunities

Stuff the Bus is an annual donation drive for new school supplies, which are distributed to schools throughout San Luis Obispo County. We have at least 5 locations countywide where we partner with a school district to park their bus at a local business to be a collection site for school supply donations. Local workplaces can collect brand new school supplies so kids can be prepared to go back to school. Those supplies are delivered to drop off locations in SLO County like San Luis Obispo, Cambria, Arroyo Grande, Atascadero and Paso Robles.

Our 11<sup>th</sup> annual Stuff the Bus event will take place August 9-11, 2019 at Staples in San Luis Obispo, Walmart locations in Arroyo Grande and Paso Robles, Cookie Crock in Cambria, at K-Mart in Atascadero, and we're working on another location in SLO – stay tuned!

### Donate

#### *Donate to Stuff the Bus at the **Gold Level (\$1,500)***

- Your Signage or banner displayed at **ALL** Stuff the Bus locations (please drop off banners before August 6<sup>th</sup>)
- Recognized in all pre-event email newsletters, and press releases
- Your logo included on Stuff the Bus KSBY TV ad
- Your logo displayed on the supply shopping list and Stuff the Bus fliers
- Highlighted on website and social media (at least 6 social media posts)
- Included in all post event recognition

#### *Donate to Stuff the Bus at the **Silver Level (\$1,000)***

- Your Signage or banner displayed at **TWO** Stuff the Bus location of your choice
- Your logo displayed on the supply shopping list and Stuff the Bus fliers
- Highlighted on website and social media (at least 4 social media posts)
- Included in all post event recognition

#### *Donate to Stuff the Bus at the **Bronze Level (\$500)***

- Your Signage or banner displayed at **ONE** Stuff the Bus location of your choice
- Your logo displayed on the supply shopping list
- Highlighted on website and social media (at least 2 social media posts)
- Included in all post event recognition

### Volunteer

*Your group of 6-8 volunteers is invited to “adopt” a bus location for an afternoon to collect and sort school supplies.*

- Your volunteer group highlighted on social media
- Included in all post event recognition

### Host a Collection Site

*Host a **WORKPLACE** collection site for employees, clients, or the public. You will be provided with a toolkit and templates for hosting a successful drive.*

- Highlighted on website and social media
- Included in all post event recognition

Our business would like to become a partner of Stuff the Bus 2019 at the level of:

- Gold Level Donation
- Silver Level Donation
- Bronze Level Donation
- Volunteer Sponsor or Group
- Workplace Collection Site



\*Please complete the business information following:

Business/Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Sponsorship Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Check enclosed: Yes \_\_\_\_\_ No \_\_\_\_\_

Pay via CC: M/C \_\_\_\_\_ VISA \_\_\_\_\_ AMEX \_\_\_\_\_ DISC \_\_\_\_\_ CC# \_\_\_\_\_

CC Exp Date: \_\_\_\_\_ CVV (3-digit security code): \_\_\_\_\_

Print Name on CC: \_\_\_\_\_ Signature: \_\_\_\_\_

Mailing Address for the CC: \_\_\_\_\_

Email Address for Receipt: \_\_\_\_\_

Special Instructions: \_\_\_\_\_  
\_\_\_\_\_

\*For Workplace Collection Site hosts, please contact Linda Wingert (lwingert@unitedwayslo.org) or call 805-541-1234

\*For Volunteer Groups, please visit [www.volunteerslo.org](http://www.volunteerslo.org) after June 14, 2019 and search "Stuff the Bus" to sign-up online as an individual or team.

## CHANGING THE ODDS

