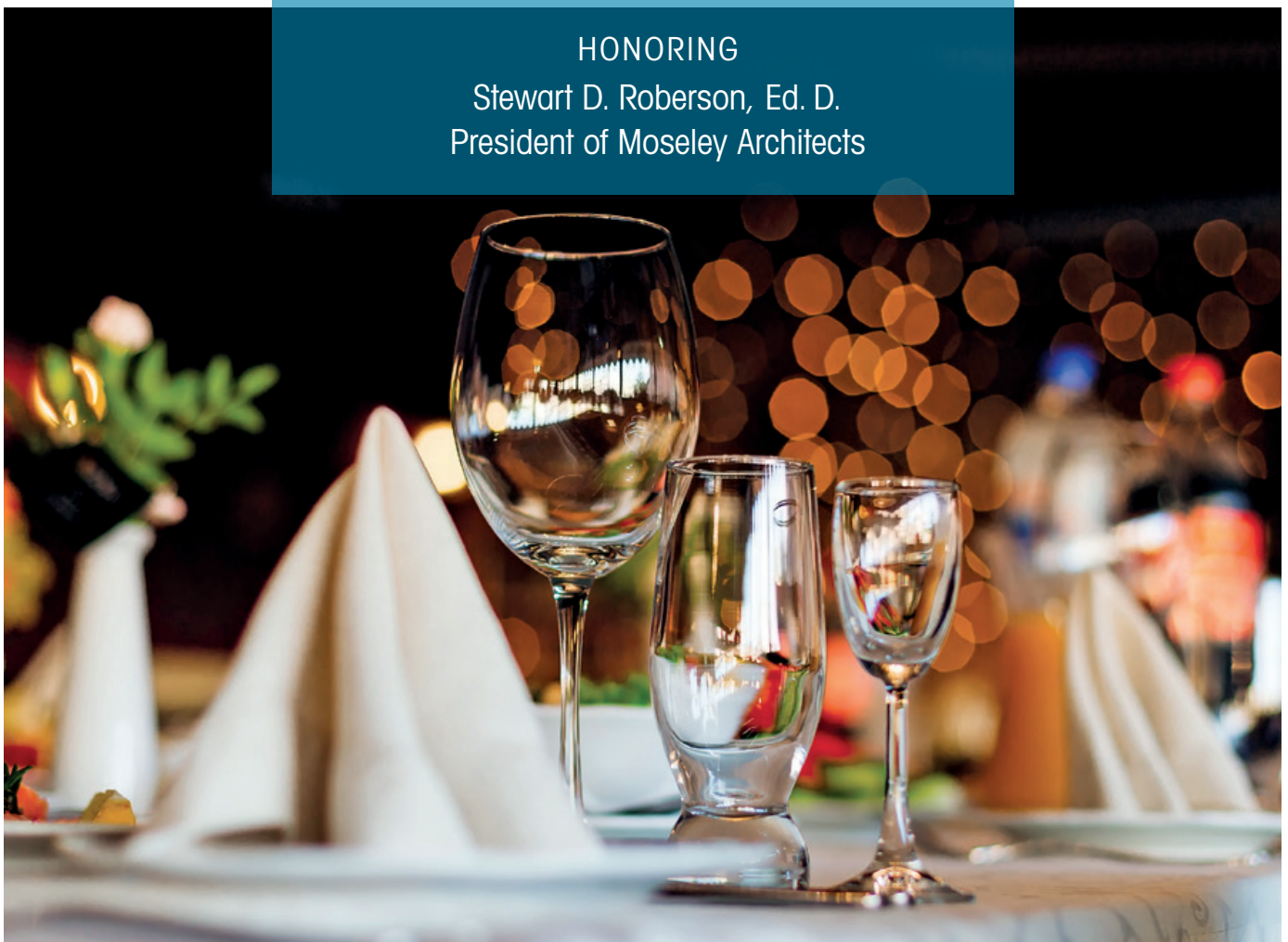


Sponsorship
Opportunities

EXCELLENCE IN EDUCATION
25TH ANNIVERSARY DINNER

HONORING

Stewart D. Roberson, Ed. D.
President of Moseley Architects



Thursday, October 10, 2019
Richmond Convention Center
RICHMOND, VIRGINIA

AN OVERVIEW

Celebrating 25 years of supporting public education in Henrico County, the Excellence in Education 25th Anniversary Dinner is a high-impact community celebration fundraising gala. The gala pays tribute to the vast network of generous philanthropists, business leaders, volunteer leaders, elected officials, and media representatives who are dedicated to making a difference in the lives of Henrico school children. In addition, the event recognizes distinguished individuals, as well as local corporations and their employees. Friends, family and colleagues of the honored guest come together for an evening to share experiences and stories of the honoree and to raise funds for HEF in support of public education.

We invite you to attend, sponsor, and be recognized as we transform public schools and help change lives. Every dollar we raise for this 25th anniversary celebration is a win for Henrico County Public Schools, the 51,000 students we serve and the entire community. Please join us for an evening to remember on Thursday, October 10th.

THE AUDIENCE

As a sponsor of HEF's Excellence in Education 25th Anniversary Dinner, your business will impact the lives of more than 51,000 students in public schools across Henrico County. You will also benefit from high visibility throughout the evening where 500 community leaders come together in celebration and support the Henrico Education Foundation.

THE EVENT

Thursday, October 10, 2019, Richmond Convention Center
Black-Tie Optional
6:00 pm – Registration and hosted bar
7:00 pm – Seating for Dinner
7:15 pm – Invocation, Dining, Program

EVENT CO-CHAIRS



Dr. Jamelle Wilson
Dean
School of Professional and
Continuing Studies
University of Richmond



Mr. Tom Silvestri
President and Publisher
Richmond Times-Dispatch and
Vice President, Richmond Group,
BH Media Group
(A Berkshire Hathaway Co.)



WHO WE ARE

The Henrico Education Foundation's (HEF) work in support of the Henrico County Public Schools (HCPS) is more important than ever as principals and teachers look for new instructional strategies and approaches to strengthen public schools and ignite student learning. Founded 25 years ago, HEF serves as a catalyst to create innovation, identify research-based solutions, replicate best practices in the classroom, and connect strategic partnerships with public schools. HEF funds creative instructional approaches with strong academic goals that directly address the opportunity gap and provides resources for teachers impacting the most challenged students.

HEF's mission is to strengthen public education by advancing innovative programs and initiatives designed to improve student achievement. Through a dynamic public-private partnership with the Commonwealth's sixth largest school district, HEF serves more than 51,000 Henrico County Public School students in 72 educational facilities. These facilities are located in diverse suburban, rural and urban communities across Henrico County.

As a foundation, we do more than just provide additional funding for public education, we are innovators working in partnership with parents, teachers and administrators, continually identifying and developing initiatives that improve school performance and help every child reach their fullest potential. Education foundations provide a unique partnership and have proven to be significant in preserving and enriching the quality of public education across the country. HEF's unique role is vital to meeting the educational needs of our community's children while providing partnership opportunities for businesses, community leaders and citizens to directly impact public schools.

CONTACT

Jay Shively, Chief Development Officer
804-652-3870 — jay@henricogives.org

Henrico Education Foundation
P.O. Box 31413, Henrico, VA 23294
HenricoGives.org

ABOUT THE HONOREE

Stewart D. Roberson, Ed.D.

A native of Patrick County (VA), Stewart D. Roberson received his bachelor's, master's, and doctoral degrees from the University of Virginia. He has received professional certifications from Harvard and Oxford universities. An educator for 42 years, Dr. Roberson was a school superintendent for twenty-one years in Hanover County (VA) and Falls Church (VA). His previous experiences included service as a middle school teacher, principal, director of instruction, and assistant superintendent of finance. Until his retirement in June 2011, he was one of the longest serving superintendents in Virginia and the third longest serving in Hanover since 1870.

In August 2011, Dr. Roberson was named Chairman and President of Moseley Architects. Celebrating the firm's 50th anniversary in 2019, Moseley Architects' presence is well established throughout the mid-Atlantic, the Southeast, and in the Richmond region. The firm is proud to be the designer of dozens of public facilities across RVA, including elementary, middle, and high schools and governmental services buildings.

Dr. Roberson is a Professor of Practice at the University of Virginia and has served as an instructor at the master's and doctoral levels. He serves as the chair of the UVA K-12 Advisory Council comprised of Virginia superintendents who combine resources for professional development programming for their staffs. The University of Virginia has presented to Dr. Roberson the Raven Award, UVA's highest honor for public service.

At his retirement in June 2011, the Hanover County School Board designated Dr. Roberson as Hanover's Superintendent Emeritus. In the same year, Randolph-Macon College awarded him an Honorary Doctorate of Humane Letters. The Hanover Education Foundation established the annual Stewart D. Roberson Professional Development Scholarship for Hanover's teachers, school leaders, and support staff.

Together with former Governor Gerald L. Baliles, Dr. Roberson helped form the Patrick County Education Foundation to



support the educational needs and aspirations of students and adults in their home county. This local foundation model has provided the inspiration for the establishment of the Rural Horseshoe Initiative of the Virginia Community College System. Presently, Dr. Roberson is the Vice-Chair of the Virginia Community College System's Foundation Board.

Recently, Dr. Roberson served as the Chair of the Virginia Standards of Learning Innovation Committee, the statewide set of stakeholders tasked by a bipartisan legislative

initiative to reform the state's nearly twenty-five year old accountability system. He is a former president of the Urban Superintendents Association of America and the Virginia Association of School Superintendents. He has been recognized as the American Association of School Administrators' Virginia Superintendent of the Year. He served on the International Baccalaureate Board of Governors and chaired the human resources committee for the worldwide organization. In addition, he served on the Board of Trustees of AdvancED, the global educational accrediting agency, after receiving their National Excellence in Education Award.

Dr. Roberson is a Past-Chairman of the Board of Leadership Metro Richmond, has served as a member of the Board of Chamber RVA, and as a chair of the Greater Richmond United Way campaign. He has served as the Chair of the Board of Bridging Richmond, a collective of school superintendents, college/university presidents, human service providers, and business leaders assembled by Virginia Commonwealth University to promote regional approaches to education and workforce preparation matters. He serves presently as the chairperson of the VCU Autism Center for Excellence Advisory Council.

Dr. Roberson is married to Leslie Tooker Roberson, a professor emeritus at Randolph-Macon College. They have two children, Meredith, a mental health and substance abuse clinician and adult services coordinator, and Jeff, a recent medical school graduate in his first year of surgery residency. Stewart and Leslie are the proud grandparents of their 2½ year old grandson, Nate.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS AND BENEFITS	EXCELLENCE IN EDUCATION SPONSOR \$25,000	ACCELERATING SUCCESS SPONSOR \$10,000	TRANSFORMING FUTURES SPONSOR \$5,000	CREATING OPPORTUNITIES SPONSOR \$2,500
Tables of eight	3	2	1	1/2 Table
Ad placement in event program	Full Page	Full Page	1/2 Page	1/4 Page
Website recognition	✓	✓	✓	✓
Listing in program on sponsor page	✓	✓	✓	✓
Sponsorship recognition decal for your business	✓	✓	✓	✓
Name & logo displayed during event slideshow	✓	✓	✓	
Social media recognition	✓	✓		
Priority seating	✓	✓		
Name and logo on event sponsor boards	✓	✓		
VIP lunch with the Superintendent (after event)	✓	✓		
Exclusive business partner/community advocate for education designation in 2019/20 publications	✓	✓		
Name and logo in event program on sponsor page	✓	✓		
Name and logo on event program cover	✓			
Logo on event invitation	✓			
Recognition in all media releases	✓			
Mention from stage	✓			
Business executive/representative interviewed by HCPS-TV	✓			
Exclusive naming rights for a classroom innovative grant	✓			
Co-naming rights for a classroom innovative grant		✓		

Business ads and logos for Dinner Program are due by August 26, 2019. Specifications will be forthcoming.



HEF'S PRIORITIES

Serving as a catalyst for innovation in Henrico County Public Schools

HEF is committed to the belief that best practices are essential to providing a world-class education. We are a catalyst for innovation, collecting and distributing critical information and advancing specific initiatives the community can support to strengthen public schools. Every day we work hard to engage the community in creating excellence in every school, classroom and educational program in Henrico county.

Preparing students K–12 for success in college, career and community

HEF strives to ensure every student in our county succeeds in learning and life. Funding from HEF provides programming and initiatives that strengthen student achievement, create youth leadership opportunities, provide workforce development programs and resources to ensure every child, no matter their financial ability, has access to extracurricular learning opportunities.

Strengthening educational leadership

Strong leadership is vital to creating outstanding schools and educational programs. HEF is a key component to this effort, providing additional resources for professional development, leadership training, and ongoing educational opportunities for teachers, administrators, students and parents.

OUR MISSION

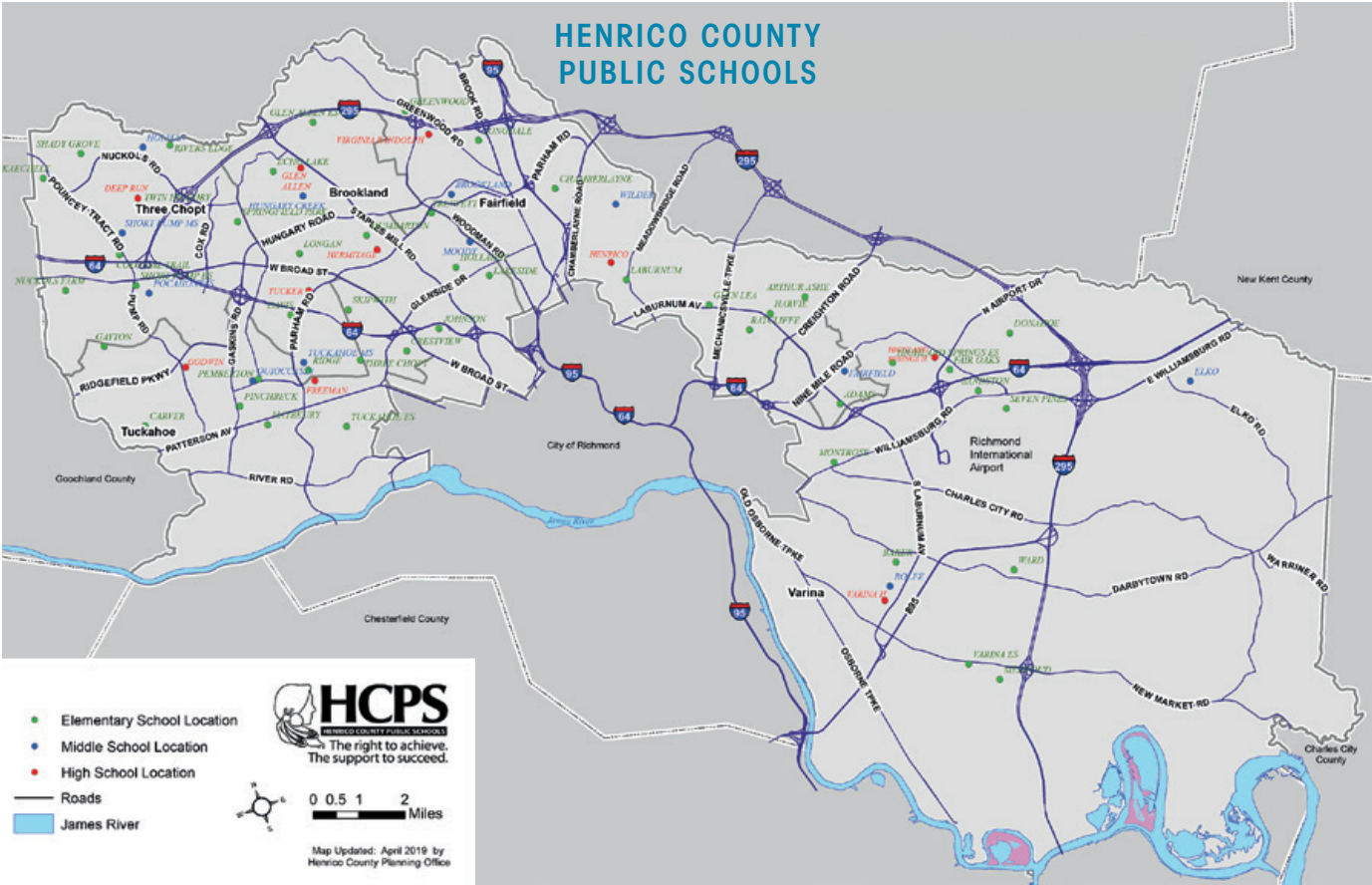
The Henrico Education Foundation strengthens public education by advancing innovative programs and initiatives designed to improve student achievement.

OUR VISION

All schools are strong.
All students are prepared.

Henrico Education
Foundation
P.O. Box 31413
Henrico, VA 23294
HenricoGives.org





OUR LEADERSHIP

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Mike Taylor
Executive Director</p> <p>Jay Shively
Chief Development Officer</p> <p>Paula Roop
Program Officer</p> <p>Courtney Baytop
Operations Assistant</p> <hr style="width: 20%; margin: 10px auto;"/> <p>Veronica Hinckle
President</p> <p>John Delandro
Vice President</p> <p>Jeff Robinson
Treasurer</p> <p>Michael McCullough
Secretary</p> | <p>Betsy Beamer
Gerald Britt
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Chris Coplan
Alison Crehore
Monica Brinkley Davis
Meg Graham
Stephen Halsey
Delphine Hartsel
Patrice Martin
Joe Mengedoth
Bob Michie
Robert Nomberg
Travis Pearson
Anne Poates
Jack Reasor
Savon Sampson
Anne Schaffer
Wes Simon
Russ Singer
Randy Sullivan
Diane Tidwell
Randy Welch</p> |
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“ Our most recent HEF grant has taken our school to a whole new level, especially since our PTA is a partner in the project as well! We received funds for a STEAM lab to encourage communication, hands-on investigation, real-life problem solving and collaboration. Adding this advanced technology has generated excitement and improved our effectiveness in addressing science and math standards. What we did not anticipate was the benefit we would see in other areas. While we expected students to introduce their families to our Ozobots during April’s STEAM Night, these tiny robots unexpectedly debuted at our “REES Around the World” international celebration. Fourth graders added an Ozobot station to their South America display using coding skills to create trail maps of important areas around South America on which visitors could run our Ozobots. The number of students and families learning about exciting places such as Machu Picchu through a robot’s travels added great enthusiasm to an already successful evening. Many thanks to HEF for being such a fun, valuable part of our students’ education!”

Shannon Hodges, Resource Teacher
Rivers Edge Elementary School

“ Thanks to our HEF grants, we were able to purchase the technology needed to start our Griffin Gurus program! The Gurus are our student technology experts who can be found providing professional learning to our teachers, helping implement lessons in the classroom or giving students the opportunity to learn new skills outside of class. Their knowledge of the Henrico Learner Profile helps them align activities to the skills we know our students need to be #LifeReady. The Gurus have been an amazing addition to our Quioccasin learning community, and we are so thankful for HEFs support because we couldn’t have done this without them!”

Erin Daniel, Innovative Learning Coach
Quioccasin Middle School

