CORPORATE PARTNERSHIP PROGRAM

2026 - 2027

Investing in Eastover students is investing in our community.

Eastover Elementary is a small, neighborhood school in the heart of some of Charlotte's oldest and most storied neighborhoods. But did you know that nearly 1 in 3 Eastover students (31%) comes from an economically disadvantaged household — a rate significantly higher than neighboring schools like Selwyn (17%), Sharon (12%), and Dilworth (15%).

Established in 1935, our mission is to serve as a catalyst for student achievement and personal excellence — helping sculpt responsible citizens within a 21st-century global learning environment.

Eastover Corporate Partners are critical to enabling Eastover to deliver our mission for all students, by providing funding for supplementary academic resources and enrichment opportunities that support our diverse student body and strengthen our school community.

Why Partner with Eastover?

Neighborhood Schools Strengthen Communities

Thriving neighborhood schools are anchors of civic life. They attract young families, fuel local volunteerism, and create the kind of engaged, connected community that makes a neighborhood desirable for decades to come. When Eastover thrives, the whole community benefits.

Strong Schools Drive Property Values

School quality is one of the top factors families weigh when choosing where to live and buy homes. Businesses that invest in Eastover help sustain the academic excellence and community reputation that keeps the Eastover community sought-after neighborhoods in Charlotte.

Reach Families at the Right Moment

Eastover families are at the stage of life when they are actively forming long-term brand preferences — for their dentist, financial advisor, realtor, restaurants, and more. A sponsorship puts your business front & center with these families, at exactly the right stage of life to build lasting loyalty.

Your Partnership Enables Eastover to provide the following to students & staff

- Small-Group Literacy Support
- Math Support & Enrichment
- Art, Music & PE Specials
- Library & Classroom Books
- In-School Enrichment Programs
- Teacher & Staff Appreciation
- 1:1 Student Tutoring
- K-5 Chess Instruction
- Classroom Technology
- Classroom Supplies & Furniture
- Field Trip Scholarships
- Grounds Care & Investment

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SPONSORSHIP LEVELS & BENEFITS

	Gold $1,500	Platinum $3,500	Signature $5,000
Recognition in group Instagram post	◆	◆	◆
Logo placement on PTA Fundraising Web Page	◆	◆	◆
Logo placement on Eastover Express Weekly Emails	◆	◆	◆
Logo placement on group banner in the carpool line	◆	◆	
Individual Instagram Spotlight - Grid Post & Story		◆	◆
Logo placement on PTA Website Home Page		◆	◆
Event Sponsorship *Includes Yearbook & Social Media coverage*		1 Featured Event	1 Featured Event & 1 Flagship Event
Individual Sponsor Carpool Banner *Cherokee Road Placement*			◆
Logo placement on back of Beat the Eagle T-Shirt			◆

EVENT SPONSORSHP OPTIONS & DETAILS

Featured Events offer more targeted engagement with students and parents, while **Flagship Events** provide broad, high-visibility exposure across the entire Eastover community.

Flagship Events

- Field Day
- Beat the Eagle
- Staff vs. Students Basketball Night
- Talent Show
- Parent Party
- Winter Dance

Featured Events

- Meet the Teacher
- Beginner's Day
- Bingo Night
- Welcome Social
- Coffee with Ms. Carter
- Donuts with Grown-ups (2)
- Popsicles on the Playground
- Staff Appreciation Lunch (4)

All event sponsorships include branded presence at dedicated sponsor table; logo featured on event signage, weekly newsletter marketing and flyers; Social media coverage; Sponsorship recognition in Yearbook coverage

A LA CARTE PACKAGE ADD-ONS

Individual Banner Upgrade **$1,000**
Gold & Platinum sponsors can upgrade from Group Carpool banner to Individual Carpool banner

Event Sponsorship Add-On
Add an additional event sponsorship
Featured Event **$500**
Flagship Event **$750**

Want to participate, but not ready to become a Corporate Partner?

*We hope you'll consider becoming an **Eastover Community Partner** with in-kind donations from your business:*

Our most needed in-kind donations include:

- *Staff Appreciation Meals*
- *Silent Auction Items*
- *Raffle Prizes*
- *Gift Cards*
- *School Spirit Nights, with a % of proceeds donated to Eastover*

THANK YOU FOR CONSIDERING A PARTNERSHIP WITH EASTOVER ELEMENTARY

To become a Corporate Partner or learn more, please contact:

Katy McClure Chang
Eastover PTA Corporate Sponsorship Chair
KatyMChang@gmail.com

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EVENT SPONSORSHP OPTIONS & DETAILS

Flagship Events

Flagship Events *are our largest events and provide broad, high-visibility exposure across the entire Eastover community.*

Field Day

One of our most popular events, this is a two-day outdoor event each spring in which students participate in variety of physical challenges. This event is heavily featured on instagram.

Beat the Eagle

Another big event, this is an outdoor spring event in which students complete three "fun run" type events to raise money for Eastover. This event is heavily featured on instagram and all students and staff receive t-shirts with the sponsor featured on the back

Staff vs. Students Basketball

A family favorite, this event features six grade-level basketball games in which students take on staff members. Between games, the entire community gathers and socializes on the playground

Eagle Parent Party

An evening for the adults, this event features our Silent Auction and is a big draw for parents that promotes connection across our school community

Soaring Stars Talent Show

A night for Eastover students to showcase their special talents and skills, this is a big draw for Eastover families in all grade levels

Winter Dances

A cherished Eastover tradition, the Winter Dances give families a special reason to get dressed up and celebrate together. The Girls and Boys Dances each offer their own fun-filled evening of music, dancing, and socializing as families create lasting memories for kids and their favorite dance partners!

Fall Book Fair & Bingo Night

A week-long event focused on reading and instilling a love of books in our students, capped off with a family fun night of Bingo and Food Trucks to end the week. This is a student and parent favorite each year!

Featured Events

Featured Events *are well-attended school-centric events that offer targeted engagement with Eastover students and families.*

Meet the Teacher

Our first big event of the Fall, this event is an opportunity for students & parents to visit their classrooms and get to know their teachers

Beginner's Day

A welcome event for rising Kindergarteners and their families to visit Eastover and learn all about Elementary School before their first day.

Welcome to the Nest Coffee Social

A morning event that invites parents to stay for coffee after school dropoff to build connections between parents early in the school year

Donuts with Grown-Ups

A popular before-school event for both students and parents to gather on the playground for donuts, coffee and connection

Popsicles on the Playground

A late summer event during which families gather on the playground to celebrate the end of summer and get excited for the start of school

Coffee with Principal Carter

A casual opportunity for parents to connect with Principal Carter over coffee, ask questions, and stay informed about what's happening at Eastover.

Staff Appreciation Lunches (Multiple)

A special school tradition where Eastover volunteers come together to show some love for our incredible staff with delicious lunches and snacks!

Senior Clap Out

A heartwarming Eastover tradition where students and staff line the hallways to celebrate and cheer on the graduating seniors as they walk through the school one last time!

Prospective Parent Socials (2)

Casual gatherings held in both the fall and spring, giving families considering Eastover a chance to meet current parents, ask questions, and get a feel for the warm and welcoming community that makes our school so special.

Event sponsorships include branded presence; logo featured on event signage, weekly newsletter marketing and flyers; Social media coverage; Sponsorship recognition in Yearbook coverage