



2026-2027

COMMUNITY PARTNERSHIP INITIATIVE

WOODLAWN SCHOOL

INVESTING IN TOMORROW'S LEADERS TODAY



OUR MISSION

To produce independent, lifelong learners who are responsible, contributing members of a diverse global society.

PARTNERSHIP INVESTMENT INITIATIVE

At Woodlawn School, we believe in the power of strategic partnerships to transform education. When you invest in Woodlawn, you're not just supporting a school, you're cultivating the next generation of innovators, leaders, and changemakers who will drive your industry forward.

Our Partnership Investment Initiative connects forward-thinking businesses with educational excellence, creating meaningful relationships that benefit both your organization and our vibrant learning community. Together, we're cultivating tomorrow's leaders while strengthening our shared Lake Norman community.

Through strategic marketing partnerships, we deliver year-round brand visibility to an affluent, engaged audience while directly supporting innovative programs, cutting-edge technology, and transformative learning experiences that prepare students for the careers of tomorrow.





PARTNERSHIP IMPACT BY THE NUMBERS

OUR COMMUNITY REACH

- 4,000+ unique website visitors monthly
- 6,000+ combined social media followers
- 40,000+ event and advertisement reach
- 3,000+ email subscribers with 78% open rate (industry average: 21%)
- 6.5% click-through rate (industry average: 2.6%)



OUR AUDIENCE PROFILE

Our community extends far beyond Lake Norman, featuring affluent professionals, entrepreneurs, and decision-makers who value quality, innovation, and trusted partnerships. This is a demographic that invests in premium products and services, making purchasing decisions based on brand recognition and community trust.



OUR EVENTS IMPACT

- ONE Woodlawn Golf Tournament: 100+ business leaders and community influencers
- Green + White Gala
- Community Carnival with over 450 attendees and a sold out event
- 100+ annual events providing continuous brand exposure opportunities

CONTACT OUR ADVANCEMENT TEAM AT
advancement@woodlawnschool.org
WOODLAWN SCHOOL



INVESTMENT OPPORTUNITIES OVERVIEW

COMMUNITY SUPPORTER PARTNERSHIP \$1,500

Perfect for local businesses building community connections

Your investment supports innovative classroom experiences while establishing your brand within our engaged Lake Norman community. Ideal for chiropractors, smaller real estate teams, and growing practices.

NEIGHBORHOOD CHAMPION PARTNERSHIP \$3,500

Designed for established local businesses seeking strategic visibility

Position your company as a community leader while gaining premium exposure across our digital platforms and family events. Perfect for established orthodontists, car dealerships, and prominent realty groups.

EDUCATION ADVOCATE PARTNERSHIP \$6,500

For industry leaders committed to educational excellence and maximum exposure

Showcase your commitment to the community while receiving comprehensive marketing benefits that directly support your business growth. Ideal for multiple-location practices and premium service providers.

TRAILBLAZER ALLIANCE \$12,500

Exclusive opportunity for market-leading companies

Become the exclusive industry partner for Woodlawn School with unparalleled brand exposure and networking access to the region's most affluent families and business decision-makers.

CONTACT OUR ADVANCEMENT TEAM AT
advancement@woodlawnschool.org
WOODLAWN SCHOOL



PARTNERSHIP BENEFITS COMPARISON

Benefit Category	Community Supporter \$1,500	Neighborhood Champion \$3,500	Education Advocate \$6,500	Trailblazer Alliance \$12,500
Website Logo Placement	Standard listing	Prominent display	Premium placement	Exclusive industry prominence on ecommerce site and main website
Social Media Features	2 posts per trimester	4 posts per trimester	8 posts per trimester	Monthly carousel and reel features
Email Marketing	Quarterly recognition	Monthly features	Bi-weekly highlights	Monthly dedicated features
Event Signage	Banner in Barn Gymnasium	Banner in Barn, at Alumni Field	Alumni Field, Barn Gymnasium, Night of the Arts, Woodlawn Strong Week, and ONE Woodlawn Golf Tournament	Premium placement at: Alumni Field, Barn Gymnasium, Community and one large event of your choosing: Greent + White Gala, Carnival, Woodlawn Strong, or ONE Woodlawn Golf Tournament
Yearbook Placement	Business card size	1/4 page	1/2 page	Full page premium
Fundraising Event of your choice: Carnival, Woodlawn Strong, Green + White Gala or ONE Woodlawn Golf Tournament	Name recognition	Yard Sign and Banner	Prominent signage, yard sign, and banners.	Exclusive sponsor category at the fundraising event of your choosing
Networking Access	General events	Foundations + Futures Invitation	VIP access	Exclusive industry status



WHY INVEST IN WOODLAWN?

RETURN ON INVESTMENT

Your partnership investment delivers measurable marketing value while supporting a cause that resonates with your target audience. Independent school families represent the demographic most likely to invest in premium products and services.

COMMUNITY LEADERSHIP

Position your company as a community leader committed to education and youth development. This investment demonstrates corporate responsibility and community engagement that today's consumers expect.

EDUCATIONAL IMPACT

Your investment directly supports innovative programs that prepare students for future careers in your industry, potentially creating a pipeline of talented graduates.

PARTNERSHIP COMMITMENT

Investment Terms:

12-month partnership with benefits beginning immediately upon commitment

Multi-Year Options:

Available with enhanced benefits and locked-in pricing

Tax Benefits:

All contributions are tax-deductible as Woodlawn is a 501(c)3 organization

Flexibility:

Custom partnership packages available for unique business needs

NETWORKING EXCELLENCE

Connect with successful business leaders, entrepreneurs, and professionals who make up the Woodlawn community. These relationships often lead to new business opportunities and strategic partnerships.

MARKETING EFFICIENCY

Rather than scattered advertising investments, your Woodlawn partnership provides year-round, targeted exposure to an affluent, engaged audience through multiple channels and touchpoints.

CONTACT OUR ADVANCEMENT TEAM AT
advancement@woodlawnschool.org
WOODLAWN SCHOOL

NEXT STEPS

Ready to invest in tomorrow's leaders while growing your business today?

WOODLAWN SCHOOL COMMUNITY PARTNERSHIP INITIATIVE

CONTACT OUR ADVANCEMENT TEAM AT
[advancement @woodlawnschool.org](mailto:advancement@woodlawnschool.org)

Let's schedule a meeting to discuss how a Woodlawn partnership can drive your business objectives while supporting educational excellence.

Woodlawn is a 501(c)3 non-profit organization and gifts to the school are tax deductible.



BUILDING FUTURES TOGETHER

At Woodlawn School, we don't just create partnerships, we build lasting relationships that benefit everyone involved. When you invest in Woodlawn, you're investing in a community that will support your business for years to come.

Join us in shaping the future, one student at a time.