**The Resources You Need Are Available. We’re Here to Help.**

At StarLab, we understand the challenges of finding appropriate funding to implement academic enhancements. That’s why we’ve gathered what you need to help make it happen.

**Sponsorship Template Instructions**

A sponsorship letter is a fundraising request sent to prospects that offers the recipient an incentive in exchange for a cash or in-kind donation. Ask our funding specialist about the difference between sponsorship letters and a letter-of-inquiry so you’ll know how to properly leverage both for all of your funding opportunities.

To write better sponsorship proposals, you can use templates and examples (like the one provided below) to help structure your request and bring your organization’s fundraising narrative to life. Just follow the format, tell your organization’s story, your needs, your demographics, and use the descriptions of StarLab to complete your letter. All customizable fields are highlighted in red so you can easily identify and change the fields relevant to your mission.

***All sponsorship requests and letters should be written on your organization’s letterhead for professionalism purposes***

{Business / Organization Name}

{Business / Organization Address}

{Business / Organization City, State, Zip}

{Date}

Dear {Sponsor Representative}:

This sponsorship request is written on behalf of {Insert Name of Your School}, a PK-6 school that is part of the {Insert Name of Your School District}. We are asking local businesses and community groups to consider supporting an exciting STEM school improvement project. Specifically, we are seeking resources to support the implementation of StarLab, a mobile planetarium package that features state-of-the-art software and a six-meter portable dome. This technology immerses viewers in virtual reality field trips without having to leave the school’s campus. These engaging experiences will reach every student at {Insert Name of Your School} and hundreds of families at school hosted community events. All audiences may voyage to distant planets, wonder under starry skies or journey to the center of the Earth, guided by school educators along the way.

The overall cost of implementing this portable interactive STEM experience is {$49,000}. We are asking {Insert Name of Sponsor} to consider sponsoring {$5,000} of the total amount. As important as this project is to our school improvement efforts and increasing student achievement, we are unable to fund this effort on our own. School funding issues continue at both the state and local level and while we are focused on improving our school, current funding levels only allows us to maintain, not expand our academic efforts. We are spreading this ask over multiple sources and are committed as a school to providing the internal time and resources needed to implement this effort once StarLab is purchased.

Aside from our financial issues, our school, like many others in the district, is struggling to meet student achievement benchmarks established by the state. We have a very committed staff and are working hard to make progress. Our student population reflects the diversity of our community. Minority enrollment is at 88% of the 647 students enrolled. Economically disadvantaged students account for 92% of enrolled students who qualify for “free” or “reduced” lunch subsidies. {Insert Name of Your School} is one of 59 {Insert Name of Your District} Public Schools designated as a Title I school, which means it has one of the highest concentrations of students living in poverty. Despite these challenges and to keep students engaged in learning, teachers and administrators are committed to: 1) collaborate and implement strategic initiatives that recognize student achievement in academics, attendance and citizenship; 2) supplement classroom instruction with a variety of programs to enrich the core curriculum; and 3) provide additional resources to supplement curriculum in math, reading, special education, english as a second language, and gifted education. We are convinced that StarLab will help to improve academic achievement for our students and we are only asking for your support because we are unable to provide these supports using district or school resources.

StarLab will enable our teachers to bring Earth & Space Science to life in ways never before imagined. This resource enriches the learning experience of all learners and enables students to reach their Earth & Space Science curricula objectives while opening the door to STEM career opportunities. StarLab relates to students and the sciences of their times. We are in an era where innovation and creativity is needed in our state, country and around the world. The rapidly expanding space program, both in the private and public sectors, has produced resources relevant and engaging to our 21st Century learners. With StarLab, we can ignite student passion for science and STEM careers without leaving our campus. When students can connect curriculum to real life situations, they take these experiences and hold on to them their whole lives. Starlab is all about possibilities!

The mission of {Insert Name of Your School} is to be “a diverse community of learners where parents, teachers, students, and community work together to achieve excellence in education.” In furtherance of this mission, one of the goals identified by administrators and staff is focused on math/science highlighting that: “All students will improve problem-solving skills across the curriculum”. We are making this request in order to provide additional support to our staff and students to help realize this mission and impact this goal. StarLab will provide a portal that permits students and teachers alike to use their collective imaginations to improve instruction and increase learning through interactive lessons. Imagine a classroom experience where:

* A “field trip” inside the building can bring Earth & Space Science to life in ways never before imagined
* Interactive lessons in astronomy, geology, history, weather, mythology and biology are taken to an entirely new level of experience for students and teachers
* Students are more engaged in the lesson and better equipped to retain important information - all aligned with national standards
* Visual representations of the stars, the planets and other subjects are in a dynamic space that naturally invites exploration
* Students are motivated to learn because they are actively engaged, not just a passive receiver of instruction
* Student passion for Science and STEM careers can be ignited without leaving our campus - and they can connect curriculum to real life situations
* Students are excited about learning, and teachers are excited about teaching

This is the interactive experience we imagine at {Insert Name of Your School}. When students experience STEM education directly, they are more engaged, more motivated, and achieve more. Starlab provides an opportunity to bring a variety of science experiences to life for our school community. It is like taking a field trip without leaving school, and can be repeated again and again. It is an engaging and empowering environment where teaching and learning is a shared adventure.

The potential impact at {Insert Name of Your School} and throughout the {Insert Name of Your School District} Public School District over the next decade and beyond is priceless. This one-time purchase will provide a sustainable technology that will be used by students, teachers, parents and community members for years to come. Thank you for reviewing this request and we look forward to recognizing {Insert Name of Business/Organization Sponsor} as a sponsor of this effort. Certainly any help and consideration at this point is greatly appreciated by our staff and more importantly, our students. If you need additional information or a formal application completed, please feel free to contact me.

Sincerely,

NAME

TITLE/SCHOOL