



JACKSONVILLE  
**PUBLIC  
EDUCATION  
FUND**

Powering Potential

# The EDDY Awards – LIVE!

31<sup>st</sup> annual celebration of teachers  
and educators in Duval County

Saturday, 5:30pm-9:30pm  
January 22, 2022  
Hyatt Jacksonville



## THE EDDY AWARDS: 31 YEARS of CELEBRATING TEACHERS IN DUVAL COUNTY

Over ten years of hosting the EDDY Awards, JPEF has transformed Duval County's teacher celebration into a yearlong professional learning and leadership program for 175+ teacher leaders in nearly every school in Duval County.



# EDDY AWARDS LIVE!

Last year, JPEF convened the very first televised EDDY Awards during the COVID-19 pandemic in partnership with WJXT/The Local Station. More than 35,000 watched the live TV broadcast.



# EDDY Awards LIVE! from Jacksonville

For the 31<sup>st</sup> Annual EDDY Awards, the elegant gala returns and the televised special continues, offering unprecedented value for sponsors.



35,000  
television  
viewers



600-person  
event



## ELEGANT GALA

Seats at the gala with teachers  
Recognition at the event

## TELEVISED SPECIAL

Sponsor recognition within the  
Live TV special

# *Sold Out*

## Title Sponsorship - \$30,000 VyStar Credit Union

### **EXCLUSIVE BENEFITS**

- TV media interview/announcement of Semi-Finalist winners on Channel 4 with VyStar President and JPEF President
- Live TV broadcast and media interview of VyStar President with Channel 4 at the EDDYs event
- Branded finalist title associated with the honored Teacher of the Year (i.e. “Sponsor Name” Finalist Teacher of the Year) in all news, print, online & social media promotion
- Custom marketing video broadcast to the event audience, as well on the Channel 4 TV Special, which reaches an estimated 35,000 adult viewers in Northeast Florida, including Gainesville.
- 2 tables (10 tickets) at the 31st Annual EDDY Awards with the Finalist+guest

- Opportunity to meet top five finalists and their principals at events hosted by JPEF
- Separate logo listing with premium placement on the gala online advertisement
- On stage recognition during the presentation of the Teacher of the Year Finalist

### **ADDITIONAL BENEFITS**

- Premium logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based Teachers of the Year
- Premium logo placement in thank-you advertisement announcing the 2022 Teacher of the Year placed in the *Florida Times-Union*
- Corporate profile listed and highlighted on JPEF website
- Weekly social media posts on Facebook, Twitter and Instagram for the two weeks surrounding announcement of the Teacher of the Year Semi-Finalists/Finalists

# *Sold Out* Finalist Sponsorship - \$25,000

Rotary Clubs International, Florida Blue, Deutsche Bank, Wells Fargo

## **EXCLUSIVE BENEFITS**

- Branded finalist title associated with the honored Teacher of the Year (i.e. “Sponsor Name” Finalist Teacher of the Year) in all news, print, online & social media promotion
- Custom marketing video broadcast to the event audience, as well on the Channel 4 TV Special, which reaches an estimated 35,000 adult viewers in Northeast Florida, including Gainesville.
- 2 tables (10 tickets) at the 31st Annual EDDY Awards with the Finalist+guest
- Opportunity to meet top five finalists and their principals at events hosted by JPEF

- Separate logo listing with premium placement on the gala online advertisement
- On stage recognition during the presentation of the Teacher of the Year Finalist

## **ADDITIONAL BENEFITS**

- Premium logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based Teachers of the Year
- Premium logo placement in thank-you advertisement announcing the 2022 Teacher of the Year placed in the *Florida Times-Union*
- Corporate profile listed and highlighted on JPEF website
- Weekly social media posts on Facebook, Twitter and Instagram for the two weeks surrounding announcement of the Teacher of the Year Semi-Finalists/Finalists

# Spotlight Sponsorship Level – \$10,000+

*Spotlight sponsorships feature on-air executive message on the live TV Special awarding educator grants.*

**Sponsorships are \$10,000, plus \$500 per teacher or school principal.**

## EXCLUSIVE BENEFITS

- Recognition on-stage and on the TV Special through a voice-over thank-you by Morning Show anchor Melanie Lawson. The special will reach an estimated 15,000 adult viewers in Jacksonville and the Northeast Florida region.
- 15 second live TV ad
- 1 table (6) tickets at the 31st Annual EDDY Awards Gala with the Semi-Finalists
- Digital ad on-screen during EDDY Awards gala
- Presenter provides recognition at podium during the presentation

## ADDITIONAL BENEFITS

- Premium logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ teachers of the year
- Premium logo placement in thank-you advertisement announcing the 2022 Teacher of the Year placed in the Florida Times-Union
- Corporate profile listed and highlighted on JPEF website. Social media posts on Facebook, Twitter, Instagram and LinkedIn in the lead-up to the EDDY Awards

## IMPACT GRANT CATEGORIES:

- Empowered and Effective Teacher Leaders (Teacher or School Principal)
- Literacy/Early Learning
- Teacher Diversity
- Supporting the Whole Child
  - Trauma-Informed Instruction
- Restorative Justice and Culturally Responsive Teaching
- Student Workforce Skills for the Future



# Semi-Finalist Sponsorship Level - \$10,000

## EXCLUSIVE BENEFITS

- Prominent recognition on-stage and on the TV Special through a voice-over thank-you by Morning Show anchor Melanie Lawson. The special will reach an estimated 15,000 adult viewers in Jacksonville and the Northeast Florida region, including Gainesville.
- 1 table (6 tickets) at the 31st Annual EDDY Awards Gala
- Join the Semi-finalist, principal and guest at the Semi-Finalist Reception
- Digital ad on-screen during EDDY Awards gala
- Special guest invitation to other JPEF events

## ADDITIONAL BENEFITS

- Presenter provides recognition at podium during the presentation of the Semi-Finalist Teacher of the Year
- Premium logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based teachers of the year
- Premium logo placement in thank-you advertisement announcing the 2022 Teacher of the Year placed in the Florida Times-Union
- Corporate profile listed and highlighted on JPEF website
- Weekly social media posts on Facebook, Twitter, Instagram and LinkedIn for the two weeks surrounding announcement of the Teacher of the Year Semi-Finalists

# School Sponsorship Level - \$5,000

- Separate logo listing with premium placement on the digital ad during event
- Logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based Teachers of the Year
- 2 tickets to the 31<sup>st</sup> Annual EDDY Awards Gala seated with a School Principal or Teacher of the Year
- Premium logo placement in thank-you advertisement announcing the 2022 Teacher of the Year placed in the *Florida Times-Union*
- Corporate profile listed and highlighted on JPEF website
- Weekly social media posts on Facebook, Twitter and Instagram for the two weeks surrounding announcement of the Teachers of the Year
- Premium logo placement at the 31st Annual EDDY Awards and the Channel 4 TV Special, which reaches an estimated 15,000 adult viewers in Jacksonville and the Northeast Florida region, including Gainesville.
- Recognition during presenter remarks at the EDDY Awards.

# Teacher Sponsorship Level - \$2,500

- Separate logo listing with premium placement through digital event ad
- Logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based Teachers of the Year
- 1 ticket for the 31<sup>st</sup> Annual EDDY Awards Gala seated with a Teacher of the Year or School Principal
- Premium logo placement in thank-you advertisement announcing the 2022 Teacher of the Year placed in the Florida Times-Union
- Weekly social media posts on Facebook, Twitter, Instagram and LinkedIn for the two weeks surrounding announcement of the Teacher of the Year Semi-Finalists



“Our greatest natural resource is the  
minds of our children.”

-Walt Disney