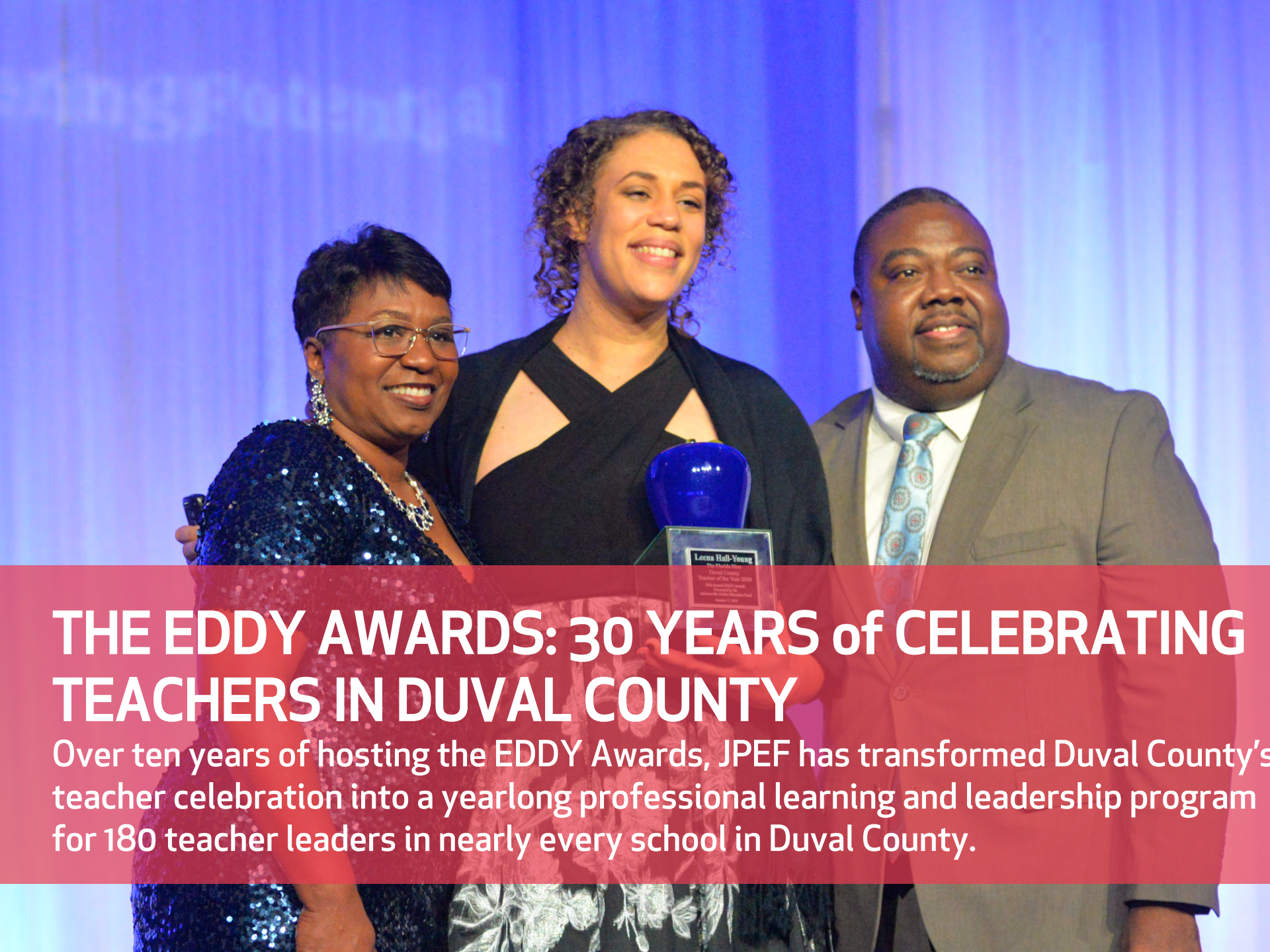
JACKSONVILLE PUBLIC EDUCATION FUND
Powering Potential

The EDDY Awards – LIVE!

A 30th anniversary television special celebrating teachers of the year in Duval County

Wednesday,
January 27, 2021



THE EDDY AWARDS: 30 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 180 teacher leaders in nearly every school in Duval County.

EDDY AWARDS LIVE!

Reimagined as an hourlong TV special on WJXT/The Local Station, the EDDYs LIVE! offers unparalleled visibility for sponsors.

EDDY Awards LIVE! from Jacksonville

The TV special will celebrate the teachers of the year, recognizing their heroic work during the COVID-19 pandemic, and allow sponsors to reach a broad audience in Northeast Florida.

15,000 adult viewers

Engaged employees

Watch parties in schools

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ELEGANT LUNCHEON

Seats at the luncheon with teachers

Recognition at the event

TELEVISED SPECIAL

Sponsor recognition within the TV special

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Finalist Sponsorship $25,000 (1 left)

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 15,000 adult viewers in Northeast Florida, including Gainesville.
- Four (4) seats at the 30th Annual EDDY Awards Luncheon with the Finalist
- Opportunity to meet top five finalists and their principals at events hosted by JPEF
- Full page corporate advertisement with premium placement in luncheon online advertisement
- Separate logo listing with premium placement on the luncheon 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 2021 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

Semi-Finalist Sponsorship

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.
- Two (2) seats at the 30th Annual EDDY Awards Luncheon with the Semi-Finalist
- Join the Semi-finalist, principal and guest at the Semi-Finalist Reception on November 18, 2020.
- Opportunity to meet all of the semi-finalists and their principals at events hosted by JPEF
- Full page corporate advertisement with premium placement in luncheon online advertisement

ADDITIONAL BENEFITS

- Separate logo listing with premium placement on the luncheon online advertisement
- On stage recognition 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 2021 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

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School Sponsorship - $5,000

- Separate logo listing with premium placement on the luncheon online advertisement
- Logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based Teachers of the Year
- Seated with the School Principal/representative (2 seats)
- Premium logo placement in thank-you advertisement announcing the 2021 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 30th Annual EDDY Awards Luncheon and the Channel 4 TV Special, which reaches an estimated 15,000 adult viewers in Jacksonville and the Northeast Florida region, including Gainesville.
- Recognition at the luncheon event.
- Sponsor recognition at live watch parties at schools across Duval County.

Teacher Sponsorship - $2,500

- Separate logo listing with premium placement on the luncheon online advertisement
- Logo placement on Teacher of the Year T-shirts, distributed to each of the 180+ school-based Teachers of the Year
- Marketing with Duval Teachers of the Year
- Seated with a Teacher of the Year (1 seat)
- Premium logo placement in thank-you advertisement announcing the 2021 Teacher of the Year placed in the Florida Times-Union
- Weekly social media posts on Facebook, Twitter and Instagram for the two weeks surrounding announcement of the Teacher of the Year Semi-Finalists
- Sponsor a strategically aligned award during the event, (i.e. mathematics teacher of the year brought to you by…)
  - Categories include: Mathematics, English, Physical Education, Sciences, History, Art, Music, Theater, Kindergarten, Elementary, Middle School, High School

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

-Walt Disney