



Partners In Education

PO Box 968 • 1100 Park Place, 11th Avenue Blvd SE
Hickory, North Carolina
828-304-6928



Would you like to make a donation to the Hickory Daily Record's Newspapers in Education Program?

Through the Newspapers in Education program, The Hickory Daily Record provides thousands of newspapers each week at no charge to schools and other educational settings in the Unifour area. Teachers use the papers in the classroom as an educational tool to enhance students' reading comprehension and math skills as well as teaches them to better understand current events, financial and business issues.

Our mission is to show how using the Hickory Daily Record is a natural resource for classroom instruction. The newspaper presents daily lessons in business skills, reading, writing, life skills, current events and the most up to date science information. We help teachers meet requirements by providing a variety of educational tools and opportunities which align with state and national standards.

One of the best values for your sponsorship dollars could be a classroom set of newspapers. For as little as \$100, you can provide an entire class one copy of the Hickory Daily Record per student each week for the whole school year.

Please consider this request for sponsorship of the Hickory Daily Record N.I.E. program (Newspapers in Education) for Hickory City, Catawba County and Newton-Conover School Systems.

In addition to a tax deduction, you will be included in the full page Thank You ad in the Hickory Daily Record and will have an online presence at nie.hickoryrecord.com recognizing your commitment to local education, to our children and to the community. This is a worthy endeavor and sends an important message to your customers.

Your business is well known in the Unifour area and I know you will want to contribute to this important tool in local education.

Thank you in advance for your support.

If you have any questions, please do not hesitate to call.

Sincerely,

David Eggers
Circulation Director
Hickory Daily Record
828-304-6928 Office



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Newspaper In Education

The Hickory Daily Record has partnered with area schools and local businesses in an effort to provide educators with newspapers to be used as an educational tool in the classroom. Newspapers provide a lot of information that may be easily added to the curriculum in a variety of ways. Daily community, national, and global news makes the newspaper a very inexpensive, yet informative educational tool updated daily.

Currently, we provide approximately 5,000 newspapers weekly to schools throughout the Unifour. Our goal is to provide newspapers for every classroom who wishes to include newspapers in their curriculum.

In order to reach that goal, we are enlisting the aid of area businesses, service organizations, and other community-oriented groups. We have provided area businesses the opportunity to partner with the Hickory Daily Record, as we work to promote literacy, support community schools/children and local educators.

Along with knowing that you are making an investment in your community, there are several other benefits related to corporate sponsorship. Those benefits include: increased public recognition, enhanced public image and acknowledgement in the Hickory Daily Record as well as a listing on the nie.hickoryrecord.com. In addition, your donation will be a donation to a non-profit organization.

For the 2006-2007 school year, we have defined different sponsorship levels, listed below:

- Diamond Apple Sponsor: \$1500 and up**
You will receive your company name, logo, address, phone number and website on the weekly NIE "Thank You" page.
- Platinum Apple Sponsor: \$1000 - \$1499**
You will receive your company name, logo, address & phone number on the weekly NIE "Thank You" page.
- Gold Apple Sponsor: \$500 - \$999**
You will receive your company name and logo on the weekly NIE "Thank You" page.
- Silver Apple Sponsor: \$100 - \$499**
Your company name will be listed on the weekly NIE "Thank You" page.
- Bronze Apple Sponsor: up to \$100**
Your company name will be listed on the weekly NIE "Thank You" page.



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Your company name will be listed on the weekly NIE "Thank You" page.
- Bronze Apple Sponsor: up to \$100**
Your company name will be listed on the weekly NIE "Thank You" page

Company name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Date: _____

Phone: _____

Full Payment for \$_____ is enclosed.

Please Bill me for \$_____.

**Return this form to:
Hickory Daily Record/NIE
ATTN: David Eggers
PO Box 968
Hickory, NC 28603**