



**#STAND
WITH
TEACHERS**
12/21/20





Launched by Little Steven Van Zandt and the Founders Board of Bono, Jackson Browne, Martin Scorsese, and Bruce Springsteen, the 501(c)3 **Rock and Roll Forever Foundation** has provided free, standards-aligned resources through the teachrock.org curriculum to help teachers, students, and families succeed for more than a decade.

TeachRock empowers teachers and engages students by using popular music to create interdisciplinary, culturally responsive education materials for all 21st century classrooms.

“

Little Steven’s TeachRock program brings an essential curriculum of music and culture into school and makes it available at no cost to educators. In a time of cutbacks in arts funding, Steve’s programs are keeping kids engaged in the arts, and in school — this is his greatest legacy.

”

— Bruce Springsteen

**THIS HOLIDAY SEASON
JOIN STEVEN VAN ZANDT AND OTHER LUMINARIES
IN MUSIC, FILM, EDUCATION, AND BUSINESS TO
#STANDWITHTEACHERS**

**HONOR THE EDUCATORS WHO HAVE KEPT
CHILDREN LEARNING THROUGHOUT 2020**

**SUPPORT LITTLE STEVEN'S ROCK AND ROLL
FOREVER FOUNDATION, WHOSE ONLINE TEACHROCK
CURRICULUM HAS ENABLED HUNDREDS OF
THOUSANDS OF TEACHERS AND STUDENTS TO STAY
CONNECTED, EVEN WHILE REMOTE.**



WHAT/WHY

Stand With Teachers is a one-hour, pre-recorded, ticketed fundraiser that will stream Monday, December 21, produced by Steven Van Zandt, TeachRock, and TVTech Managers.

The Stand With Teachers Event Will:

- Honor teachers for their ongoing dedication to children throughout the pandemic, even at their own risk
- Recognize star teachers and supporters in the TeachRock network
- Raise capital to support the open-source, online curriculum and distance learning resources TeachRock delivers to K-12 teachers nationwide



With gratitude,
Steven Van Zandt and the TeachRock Team

For additional production or event questions contact:
MICHAEL-ANN HADERS
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Mobile: 440-666-1753

WHAT TEACHROCK DOES

- Keeps the arts in the DNA of the American school system by using music as a teaching tool for all subjects in K-12 classrooms
- Creates culturally responsive curriculum in which all students see positive representations of themselves
- Supports teachers and students with hundreds of open-source, online, classroom and remote-ready resources
- Recognizes that teachers are essential workers who deserve respect and support
- Provides resources to hundreds of thousands of teachers and students in all 50 states



\$50,000 PRESENTING SPONSOR

- Pre-Show SWT Sponsor Watch Party
- Unlimited passes for your friends and family to the main event
- Segment branding of one show segment
- 30-second commercial or personal message
- Branded website registration page
- Logo placements:
 - All promotional materials
 - Online event program
 - *TR Backstage Magazine*
- Four free arts integration professional development workshops from TeachRock team for school district of your choice

\$25,000 SOLIDARITY SPONSOR

- Pre-Show SWT Sponsor Watch Party
- Unlimited passes for your friends and family to the main event
- 30 second commercial or personal message
- Logo placements:
 - All event promotional materials
 - Online event program
 - *TR Backstage Magazine*
- Two free arts integration professional development workshops from TeachRock team for school district of your choice

\$10,000 FRONTLINE SPONSOR

- Unlimited passes to main event
- Logo placements:
 - All promotional materials
 - Event program
 - *TR Backstage Magazine*
- One free arts integration professional development workshop from TeachRock team for school district of your choice

\$2,500 I STAND WITH TEACHERS SPONSOR

- Up to 25 passes to main event
- Logo placements:
 - Event thank you slide
 - Event program
- *TR Backstage Magazine*
- Free subscription to *TR Backstage Magazine* for school of your choice

\$1,000 I STAND WITH TEACHERS SUPPORTER

- Up to 10 passes to main event
- Logo Placements:
 - Event program
 - *TR Backstage Magazine*
- Free subscription to *TR Backstage Magazine* for school of your choice

**All sponsors will receive the Stand With Teachers Online Program*



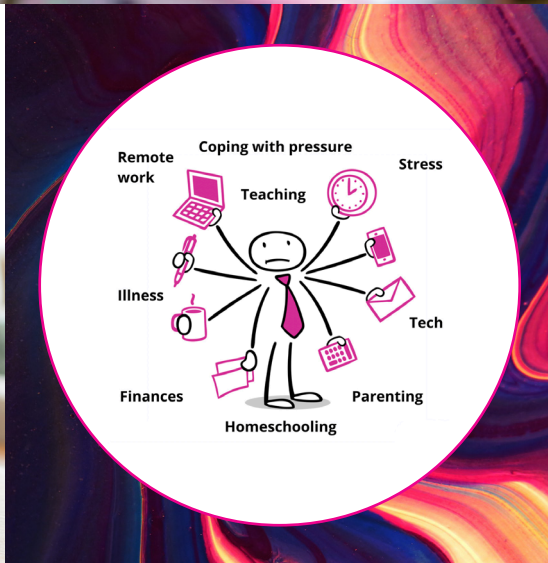
For sponsorship inquiries, please contact:
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#STANDWITHTEACHERS
SPONSORSHIP OPPORTUNITIES

#STAND WITH TEACHERS
12/21/20



#StandWithTeachers



TEACHROCK.ORG

WHEN COVID CLOSED SCHOOLS NATIONWIDE, TEACHERS TURNED TO TEACHROCK — THE ULTIMATE FREE, ONLINE RESOURCE FOR K-12 TEACHERS OF ALL SUBJECTS

In March 2020, TeachRock launched a Distance Learning Portal to help newly-remote teachers adjust to the challenges of delivering curriculum directly to students they could not meet face-to-face. TeachRock's distance learning curriculum has since been incorporated by the Grammy Museum, New York Edge, and thousands of schools and teachers nationwide, and TeachRock.org is experiencing record levels of engagement.



RIGHT NOW, TEACHROCK IS:

- Experiencing a usership surge nearing 400% during peak school season
- Working directly with partner schools in several states to support their hybrid learning models
- Providing distance learning resources to educators in all 50 states, and to more than 100 NYC public schools
- Publishing new, freely accessible distance learning resources weekly

YOUR DONATION SUPPORTS TEACHERS AND STUDENTS

NOW

Schools are facing budget cuts nationwide. The arts, updated curriculum, and professional development are often the first casualties of a financial crisis. Teacher morale is at an all-time low, and veteran educators are leaving the profession.*

TeachRock helps fill those voids with authentic learning through the arts in social studies, language arts, STEAM, math, general music, and more. And, Spring 2020 surveys in TeachRock Partner Schools showed teacher morale increasing, even amidst the pandemic.



The arts help students connect the dots. They learn how to think, not what to think.



— Steven Van Zandt

*Ed Week Research Center National Survey, Aug 26-28, 2020

WHAT THE PEOPLE SAY

“Before TeachRock my classmates would be yawning a lot because they don’t really like school, but now I see them yawning less because they’re pretty engaged with TeachRock.”

— *J.G., 6th Grader at a TeachRock Partner School, Fullerton, CA*

“I’ve heard rave reviews from teachers, students, and parents, and have observed magical engagement in rooms where TeachRock lessons are used in my school.”

— *Catherine K., Teacher, Hopewell, NJ*

“I work in a psychiatric hospital teaching kids court ordered here for substance abuse treatment. They’ve had tough lives, made some poor choices, and I’ll do anything to get them interested in school or to understand something. Recently we’ve been able to learn history through the blues and the first electric guitar. We took it another step and wrote a song together about their struggles with addiction and recovery. Thank you TeachRock team.”

— *Alex K., Teacher, Huntington, WV*

“One of the biggest strengths of TeachRock is how supportive their staff is. If you’re a new teacher who feels isolated, TeachRock is a great support network and educational community to join.”

— *Ben W., Teacher, New York, NY*

MESSAGE FROM THE FOUNDER

“Music connects us, even when we must be apart. Our amazing teachers have provided structure, emotional support, and a reassuring sense of normalcy to our children as we’ve transitioned to a period of social distance. But kids don’t thrive in isolation. TeachRock curriculum has always used music to foster connections between students and teachers, and we’re going to use that power and stand with teachers now to help keep them engaged, emotionally healthy, and learning.”

— *Rock and Roll Forever Foundation Founder, Steven Van Zandt*





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