



**I**ncreased diversity within the student population requires more comprehensive and inclusive social studies resources to promote understanding of others and prepare our youth to become good citizens and effective employees. Americans All® addresses this serious social policy concern by facilitating business-education partnerships that schools will welcome and that will provide a significant return on corporate investment.

The Americans All® materials and methodology will help keep students in school, an important factor in enabling them to become responsible citizens and productive employees. The current population is aging rapidly and many employees are choosing to retire earlier. The workforce needs quality replacements to fill job vacancies and to maintain the fund for Social Security benefits.

In addition, keeping students in schools until graduation can reduce the economic loss from underutilized human capital. During their lifetime, each year's "class" of high school dropouts will earn \$260 billion less than an equivalent number of high school graduates. This means \$78 billion in taxes will be lost from that group.

The Foundation also recognizes the nation's shift from a manufacturing- and agricultural-based economy to an information-based economy. Training is even more critical today because 63 percent of the entrants into the workforce since the mid-1990s are immigrant and U.S.-born minority

males and females—a percentage our workforce development system historically has not been prepared to handle.

## **Sponsorship Benefits and Opportunities**

The Foundation is seeking corporate sponsors willing to provide funding for its unique and important education initiative in exchange for preferred, or even market-exclusive, access to a promotional medium of unprecedented reach and power.

### ***Superior Marketing Opportunities***

Sponsors will create short- and long-term public recognition of their names, trademarks and products by providing support for a new and timely approach to teaching U.S. history. Program sponsors will be entitled to recognition on the home page of the Foundation's Web site—effectively, above the front door of the vast Americans All® digital library. Sponsors' names and logos will be visible on Web sites that will reach an estimated 1 billion users per year, in the biweekly newspaper, on the cable television shows and at the regional and national conferences.

In addition, the Foundation will encourage each sponsor to use the Americans All® trademarked logo as part of its own identity. Corporate sponsors will be entitled to feature that logo—displayed on more than 160 million pieces of printed curriculum materials used regularly in the nation's classrooms—in mailings, in media advertising, in business documents, on product packaging materials and otherwise in much the same manner as Olympic team sponsors use the five Olympic rings.

### ***Uniquely Receptive Audiences***

Sponsors will benefit from the opportunity to serve and communicate with more than 50 million students, ages 6 to 18, throughout the school year on a daily or weekly basis for at least 10 years. This initiative offers a superb opportunity for sponsors to reach an important consumer group, repeatedly and positively, while fulfilling an urgent national educational need. Because of its verifiable, state-created content, students will routinely use the Americans All® electronic databases during classroom hours and to complete homework assignments and conduct research. As the U.S. population continues to become more diverse, the ability to be recognized by a new audience of unprecedented size and geographic scope is critical, especially groups increasing in numbers and purchasing power. For example, Americans of African, Asian and Hispanic descent spent approximately \$1.3 trillion on consumer goods in 2001.

***“In the next century [twenty-first], supporting or associating with a good cause won't be a choice for corporations, it will be a necessity to remain competitive.”***

***—Carol Cone, CEO of Cone Inc.***

“Assuming that each student works until age 65 and earns the average salary, a male high school graduate will earn nearly \$333,000 more than a dropout, and a worker with some college [education] will earn \$538,000 more. A male with a college degree, a privilege available to less than 6 percent of those young people whose family income is less than \$25,000 per year, will earn \$945,670 more than the high school dropout.”

—Alliance for Excellent Education

### ***Powerful Demographic Trends***

Sponsors’ commitment to providing goods, services and opportunities to shareholders, employees and customers of all origins and cultures will be enhanced. From 1997 to 2025 the non-Hispanic white population in the United States will decline from 72 percent to 62 percent of the nation’s population; by 2050 this group will no longer constitute a majority. This trend is even more apparent for the younger generation; by 2020 non-Hispanic whites will comprise only 49 percent of the student population nationwide. During this time of rapidly changing demographics, it is increasingly important that our elementary, middle and secondary schools not only teach the history of our nation’s diversity, but also the enormous social, cultural and economic value of that diversity.

### ***Established National and State Acceptance***

The Foundation has developed strategic partnerships with the Council of Chief State School Officers, the National Association of Elementary School Principals, the National Middle School Association, the National Association of Secondary School Principals, the Council of State Social Studies Specialists, the National League of Cities and the National Association of State Directors of Career Technical Education Consortium. The Foundation’s initiative is endorsed by the National Council for the Social Studies and supported by all 50 states and the District of Columbia. In addition, many key national education organizations favor the initiative.

This broad-based support ensures sponsors that the program materials will be used in classrooms and on the Web and that the curriculum content is based on verifiable facts. Since its initial distribution, the existing Americans All® printed curriculum materials have been enthusiastically reviewed by more than 1,000 teachers and approximately 50,000 students.

### ***Enhanced Public Perception***

Sponsors will align themselves with a timely and important new approach to teaching America’s schoolchildren to appreciate the social, cultural and economic value created by the nation’s diversity. Sponsors will also be seen as interested in leading the way to a new model for corporate support of our nation’s elementary, middle and secondary education systems. Involvement with Americans All® will enhance the corporate image of all sponsors as champions of America’s more than 50 million K–12 public and private school students as well as their parents, teachers, schools and communities. Sponsors will be recognized for their efforts to provide students, in poor and wealthy districts alike, with quality educational resources using twenty-first-century learning tools and strategies.

### ***Effective Recruitment Tool***

As competition for the recruitment of quality employees intensifies, sponsorship of Americans All® presents a unique opportunity for sponsors to tangibly distinguish themselves as leaders in promoting the value of diversity.

### ***Increased Internet Exposure***

Sponsors will gain increased advertising opportunities. The U.S. Department of Education has reported that Internet access in public schools has increased from 35 percent in 1994 to more than 95 percent today.

Historically, it has been extremely difficult to track the effectiveness of Internet advertising relative to traditional media, such as print, radio or television. Because of this, corporate advertisers have been reluctant to commit significant advertising dollars to the online audience. However, because Americans All® combines print and electronic visibility, a dual medium of unparalleled size and scope is created. Internet exposure can create effective one-on-one communication with individual members of uniquely receptive audiences. Even as far back as 1997, when Internet advertising was in its infancy, surveys found consumers viewed Internet sponsors as forward-thinking companies that cared about reaching out to consumers.

