

ASK THE PRINCIPAL

WITH JASPER AND KEISHA MATTHEWS



SPONSORSHIP PROPOSAL FOR A BI-MONTHLY EDUCATIONAL TALK RADIO SHOW

PREPARED JANUARY 2016

BY

JASPER AND KEISHA MATTHEWS

HOSTS

DANIELLE PROVO

PRODUCER

DENISE GARCIA

PRODUCER

The GREAT Academy Foundation

Presents

ASK THE PRINCIPAL



Hosted By: Jasper & Keisha Matthews

2nd & 4th Saturdays From 12:00pm-1:00pm



Jasper and Keisha Matthews are the founders of The GREAT Academy charter school located in Albuquerque, New Mexico. The GREAT Academy is a **FREE** Public Charter School for grades **6 - 12**. This school embraces a unique, one-of-a-kind, business-school model. The mission of the school is to ensure that students:

Gain Real-world Experience through Active Transition

Ask The Principal is a radio show dedicated to discussing important topics in Education.



The GREAT Academy Foundation

Presents

ASK THE PRINCIPAL



MEET THE TEAM BEHIND THE TALK...

Jasper Matthews M.Ed. - Host/Executive Producer

Jasper obtained a BA in both Sociology and African American Studies from the University of New Mexico in 1998. He received an MA in K-12 Special Education from the College of Santa Fe - Albuquerque in 2002. His program and Master's Thesis centered on charter administration and management. He is currently a PhD candidate in Educational Leadership at Capella University. His research focus is Response to Intervention (RtI), school reform and closing the achievement gap. During his six years of administrative experience, he served as the Assistant Principal of Valencia High School, Assistant Principal of Horizon Academy Northwest Charter School, Assistant Principal at Armijo Elementary School and served as the Dean of Students at Horizon Academy South. Jasper has been in education a total of 18 years and has served as an Educational Assistant, Special Education Teacher, Dean of Students, Assistant Principal and Director/Principal. In addition, Jasper is the Founder/Executive Director of The GREAT Academy – Albuquerque, which is in its fifth successful year.

Keisha Matthews M.Ed. - Host/Executive Producer

Keisha obtained a BA in Psychology from the University of Nebraska at Omaha in 2002. She went on to earn an MA in Curriculum/Instructional Leadership from the College of Santa Fe - Albuquerque in 2004 in addition to endorsements in both Reading and TESOL. As an Instructor/Facilitator for MA and undergraduate level courses at the University of Phoenix, she taught courses in Reading/Assessment Methods, Linguistics and ELL strategies. She has been in education for a total of fifteen years. Keisha has served as a Teacher/Special Education Teacher in grades ranging from 3rd - 8th and also served as an Instructional Coach/Reading Specialist at Horizon Academy West for two years. Keisha has served as the Director of Academics and co-founder of The GREAT Academy, since its inception, five years ago.

Danielle Provo - Producer

Danielle has served as Director of Operations for The GREAT Academy Foundation since July 2014. She attended Louisiana State University and then Central New Mexico Community College, where she earned her Associate of Arts Degree in Communication. She will finish her undergraduate degree in Organizational Leadership at the University of New Mexico. Her duties in this position have included but are not limited to, Marketing and Recruitment, Student Activities Coordination, Fundraising, and Service Learning coordination. She has a strong passion for working with youth and community outreach, and hopes to broaden this work through the Foundation and *Ask The Principal*.

Denise Garcia - Producer

Denise is currently the business office support, health assistant and health lab coordinator for The GREAT Academy. Born and raised in the Philippines, she, along with her family, migrated to United States of America. She graduated Bachelors of Science in Nursing April 2012 and also passed the Philippine Nursing Licensure Exam in order for her to be a registered nurse. Before joining The GREAT Academy, she worked 2 years in retail where she became a part of the Management Team. She has been with The GREAT Academy for over a year now. Denise also speaks fluent English and Tagalog (one of the languages in the Philippines.)



The GREAT Academy Foundation

Presents

ASK THE PRINCIPAL



Why Sponsor?

770 KKOB reaches a powerful and affluent audience of listeners. Let our audience become your audience!

Demographics:

- 58.6% Male listeners
- 22,561 Adults, aged 18+ with \$100k+ income
- Over 32k Adults 18+ employed full time
- 30,609 Adults 18+ that hold White Collar positions
- 27,321 Adults 18+ with college degrees or higher

34%

College

84%

**Home
owners**

77%

w/o Children

84%

**Employed or
Retired**

The GREAT Academy is committed to fostering Service Learning, and Character/Leadership Education in our students. The Academy exists, not only to improve education for students, but to provide students with necessary skills for career success. The Great Academy promises to make sure that our seniors are prepared for the demands of post-secondary education and/or the career world, and in turn, improve the community by improving its residents. ***By supporting this show, you are in turn contributing to the improvement and overall wellbeing of our community.***



The GREAT Academy Foundation

Presents

ASK THE PRINCIPAL



Sponsorship Opportunities

Title Sponsor - \$500

- 1 dedicated :60 in-show spot
- Exposure in 20 radio spots, including streaming (20 total)
- Exposure in 10s liners throughout the show
- Banner on the Ask The Principal website
- Premier recognition on all printed
- Recognition as Title Sponsor of *Ask The Principal*

Platinum Sponsor - \$300

- 1 dedicated :60 in-show spot
- Exposure in 20 radio spots, including streaming (20 total)
- Exposure in 10s liners throughout the show
- Banner on the Ask The Principal website
- Exposure in all printed
- Recognition as Sponsor of opening Segment

Gold Sponsor - \$200

- Exposure in 20 radio spots, including streaming (20 total)
- Exposure in 10s liners throughout the show
- Banner on the Ask The Principal website
- Exposure in all printed
- Recognition as Sponsor of Special Guest Segment

Silver Sponsor - \$100 (cash or trade in value)

- Recognition in 10s liners throughout the show
- Banner on the Ask The Principal website
- Exposure in all printed
- Sponsor of in-show giveaway



The GREAT Academy Foundation

Presents

ASK THE PRINCIPAL



Sponsorship Agreement Form

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ Zip : _____

Email Address: _____

Office Phone: _____

Cell Phone: _____

Select Sponsorship Option and Indicate Quantity

() Title () Platinum () Gold () Silver

Payment options:

(Made Payable To: The GREAT Academy Foundation)

___ Check ___ Certified Check/Money Order

___ Payment Installment Program available (Approval required)

Signature: _____ Date: _____

The GREAT Academy Foundation is a 501(c) 3: Tax ID Number 46-4312660. Contributions made to The GREAT Academy Foundation are tax deductible to the extent allowed by law. Donors/Sponsors will be provided with a Contribution Acknowledgement Letter for their records.

Return Form to: The GREAT Academy Foundation

8201 Golf Course Rd NW Suite 216, Albuquerque, NM 87102

Phone: 505-792-0306 | Cell: 505-977-3890 | Fax: 505-792-0225