

TENTH

Stars OF EDUCATION

40 YEARS OF SUPPORTING WAKE COUNTY SCHOOLS

**2023
SPONSORSHIP
OPPORTUNITIES**

October 12, 2023 | 5:00 - 8:00 pm
Raleigh Convention Center

WakeEd **PARTNERSHIP**

WAKEED PARTNERSHIP'S 10TH ANNUAL *Stars* OF EDUCATION GALA



Stars of Education is WakeEd Partnership's annual awards gala dinner to celebrate and honor those who have made lasting contributions to public schools in Wake County. The event is WakeEd's largest fundraiser of the year, with proceeds going to support our mission and programs.

Since our founding in 1983, WakeEd Partnership has served in a unique position in the education space. We are an independent nonprofit committed to improving public education and advocating for excellent educational opportunities for all students. Through our business and community partners, we bring the best minds and ideas to the table to focus on excellence for Wake County students.



STARS OF ED 2022



THE AWARDS

★ VERNON MALONE FRIEND OF EDUCATION AWARD

WakeEd has been presenting this award annually since 1990 to an individual who has made significant contributions to our community and shares qualities of the late Senator Vernon Malone who advocated tirelessly for every child to have equitable opportunities.

Tom Bradshaw

Tom Bradshaw is being honored for decades of leadership and public service for the children of Wake County. Bradshaw, a Broughton High School graduate, began his career on the advertising staff at the News & Observer and later served as Vice President of North Hills, Inc., and President of North Hills Realty. In 1969, Bradshaw entered politics as a Raleigh City Councilor and in 1971 became the youngest Mayor in Raleigh's history at age 32. He drove major improvements to city infrastructure and services, leading campaigns for almost \$60 million in bond issues. In 1977, Bradshaw was appointed Secretary of the NC Department of Transportation by Governor Jim Hunt. Bradshaw's work in the transportation arena led to a long distinguished financial career traveling between Raleigh and Wall Street as Managing Director and Co-Head of the Transportation Group for Citigroup Global Markets.



Tom Bradshaw has led and served on multiple nonprofit boards including Chair of the Raleigh Chamber and NC Citizens for Business and Industry (now NC Chamber), Vice Chairman of the North Carolina Global TransPark Authority, President of the Triangle United Way, and is a very active member of the Raleigh Kiwanis Club.

He has been a key player in every successful Wake County Public School System bond campaign over the past 50 years. He is deeply committed to the Public School Forum of North Carolina where he has served for more than 30 years, including as Chair, in support of our state's public schools. Most recently, Tom served as a leader for the transformative Southeast Raleigh Promise effort that included opening a new state-of-the-art school and world-class YMCA facility in Southeast Raleigh.

★ NEW EMERGING STAR AWARD

Created in 2023 as part of WakeEd Partnership's 40th Anniversary, this new award will be presented each year to one Wake County Public School student. It is designed to recognize one high-achieving 12th-grade student (as of the 2023/24 school year) from Wake County Public Schools who has exhibited strength in both academics and community leadership. Nominations will be done in collaboration with each school. A \$5,000 scholarship is part of the award.





★ **NEW STAR AMONG US AWARD**

The “Star Among Us Award” was created in 2023 to recognize the brilliance of one K-12 educator each year from Wake County Public Schools who has a strong presence within their school communities and their communities-at-large. The award will include a \$5,000 prize.

★ **WAKE COUNTY PUBLIC SCHOOL SYSTEM HALL OF FAME**

The Wake County Public School System (WCPSS) Hall of Fame honors outstanding educators, alumni and community leaders who through their lives have either deeply impacted WCPSS or, as an alumnus, dramatically added to the quality of life in our city, state or nation. Each year honorees are inducted in the following categories: Arts, Athletics, Business, Community Service, Education and Entrepreneurship.

ARTS | Freddie-Lee Heath

For over 23 years, Freddie-Lee Heath taught dance in seven Wake County elementary, middle, and high schools. A veteran dance educator for over three decades, Heath most recently served as Director of Arts Education for Wake County Public Schools until his retirement earlier this year. In his most recent position, he worked with more than 500 arts instructors of all disciplines in over 160 schools across Wake County.

He kept dance current and relevant to the needs of his students while developing a new curriculum for Wake County Public Schools including Swing Dance, Dance in the Media, Video Dance, and Twist and Tone. He has received numerous awards including National Dance Educator of the Year, Order of the Long Leaf Pine, and the prestigious Medal of Arts award from the City of Raleigh Arts Commission, the City’s highest arts honor.



ATHLETICS | Paul Dinkenor

A native of Manchester, England, Paul Dinkenor has taught and coached soccer in North Carolina since 1987. A member of the NC Soccer Hall of Fame, Dinkenor led Leesville Road’s boys’ and girls’ soccer teams to two or more state championships each, earning titles in Class 4A boys in 1997 and 1999, and 4A girls in 2008, 2009, and 2011. Paul’s coaching has not gone unnoticed by his peers. He has been named State Coach of the Year twice, Regional Coach of the Year 14 times, and Conference Coach of the Year 21 times. He was also named the 2020 Raleigh Sports Club Coach of the Year. He retired this year from Leesville Road High School, where he had



served since the school opened in 1993. Off the pitch, Dinkenor was a beloved social studies teacher and is the architect of the school's "World Religions and the Bible in History".

BUSINESS | John Palmour

A Wake County Public Schools graduate from Broughton High School, John Palmour continued his education, earning his bachelor's and doctoral degrees in Materials Science and Engineering from NC State in 1982 and 1988, respectively. Palmour and several fellow NC State graduates co-founded what became Cree, Inc., a successful Durham-based LED lighting company. Cree, now Wolfspeed, focuses on the design and manufacturing of silicon carbide and GaN materials, power-switching devices, and RF devices.

Palmour served as Chief Technology Officer of Wolfspeed until his passing in November 2022. Wolfspeed's large manufacturing facility is under construction in Chatham County and will be named after him as the John Palmour Manufacturing Center for Silicon Carbide. The facility will be the world's largest producer of silicon carbide. Palmour's career included 142 patents and 386 scientific publications. Throughout his life, Palmour believed in giving back to students in Wake County, and at his beloved NC State.



COMMUNITY SERVICE | Kassandra Watson

Kassandra Love Watson has been with UCB Biosciences for over 18 years. She currently serves as US Contracts Coordinator for Strategic Clinical Partnering. She holds leadership positions with UCB employee resource groups (ERGs), BEING, Women in Leadership, United for Veterans, and is an allied member of all other ERGs. The daughter of two educators and a strong advocate for education, Kassandra became an active PTA member in 1998, the year her daughter began school. She served in numerous leadership roles on several PTAs/PTSAs boards. During her tenure as Heritage PTSA President, Kassandra received a Volunteer of the Year award from Wake County PTA Council.

Kassandra holds an MBA from Purdue University and a bachelor's degree in communications from NC State University and is a proud product of Cleveland County Public Schools (Shelby, NC). Her strong advocacy for education is driven by her unquenchable passion for helping students maximize their potential.





EDUCATION | Leon Herndon

Born in Apex, Leon Herndon attended segregated schools in Chatham County and later Shaw University in Raleigh, NC, where he received a Bachelor of Science in Biology in 1960. He subsequently attended North Carolina College (now North Carolina Central University), earning his master's degree in education in 1962. He started his educational career as a high school science teacher in Robeson County. He returned to the Triangle to teach science at Ligon High School in Raleigh and later at Enloe High School.

In 1972, he made history at Enloe by becoming the first Black Principal of a predominately white school in the county's history. In 1983, Herndon made history again by becoming the first Black principal of Apex High. He later served as principal of Carroll Middle School in Raleigh until his retirement in 2001. Following his retirement, Herndon focused on early childhood education, joining his wife, Shirley, in founding Bright Beginnings Child Development Center in Cary. In March 2023, Herndon passed away. He leaves a legacy that has impacted many lives in North Carolina.



ENTREPRENEURSHIP | Johnny Hackett, Jr.

A native of Greenville, South Carolina, Johnny Hackett's family moved to Raleigh in 1998, where he graduated from Broughton High School and later attended North Carolina A&T State University. Johnny began his career as a Six Sigma Black Belt at Fortune 500 Companies such as Xerox, IBM, BlueCross BlueShield of NC, and B-Corp Unity Web Agency before walking away from his corporate job in 2011 to pursue entrepreneurship.

In 2019, he established The Black Dollar Corp. His business is now the parent company of #BlackDollarNC, an online directory for Black-owned businesses across North Carolina. It also includes Black Friday Market, a retail hub for online businesses; and The Factory, a co-manufacturing facility. Hackett is an active member of the Raleigh community. He is on the Board of Directors at A Place at the Table and the Downtown Raleigh Alliance and serves on Dogwood State Bank's advisory board. Hackett was named Triangle Business Journal's 2021 40 Under 40 Award Recipient and Triangle Tribune's 2021 Newsmakers of the Year.



SPONSORSHIP LEVELS

\$15,000 LEVEL Minimum Donation

Presenting Sponsor (Exclusive) SOLD

- Logo incorporated into the Stars of Education brand and featured prominently in all event promotion
- Name recognition in press releases and media outreach regarding the event
- Logo featured prominently on the Stars of Education web page and printed program, as well as in pre-event and post-event emails
- Social media recognition as event "Presenting Sponsor" on Twitter, LinkedIn, Facebook, and Instagram before, during, and after the event
- Opportunity for live podium remarks to welcome guests and recognize honorees
- Two reserved tables for eight; plus, two educators or special guests will join your table

\$7,500 LEVEL Minimum Donation

Vernon Malone Friend of Education Award Sponsor (Exclusive) SOLD

- Logo featured on the Stars of Education web page and printed program, as well as in pre and post-event emails
- Social media recognition on Facebook, LinkedIn, Twitter, and Instagram
- Opportunity for live podium remarks to introduce the Friend of Education Award recipient
- One reserved table for eight; plus, two educators or special guests will join

***NEW* Emerging Star Award (Exclusive) SOLD**

- Logo featured on the Stars of Education web page and printed program, as well as in pre and post-event emails
- \$5,000 scholarship for the recipient with the company name featured.
- Social media recognition on Facebook, LinkedIn, Twitter, and Instagram
- Opportunity for live podium remarks to introduce the Emerging Star Award recipient
- One reserved table for eight; plus, two educators or special guests will join your table



***NEW* Star Among Us Award (Exclusive) SOLD**



- Logo featured on the Stars of Education web page and printed program, as well as in pre and post-event emails
- \$5,000 prize for the recipient
- Social media recognition on Facebook, LinkedIn, Twitter, and Instagram
- Opportunity for live podium remarks to introduce the Star Among Us Award recipient
- One reserved table for eight; plus, two educators or special guests will join your table

\$5,000 LEVEL Minimum Donation

Wake County Public School System Hall of Fame Sponsors (Multiple)

- Logo featured on the Stars of Education web page and printed program, as well as in pre and post -event emails
- Group social media recognition on Facebook, LinkedIn, Twitter, and Instagram
- Logo included in video presentation of Hall of Fame Class of 2022
- One reserved table for eight; plus, two educators or special guests will join your table

Reception Sponsor (Exclusive) SOLD

- Logo featured on the Stars of Education web page and printed program, as well as in pre and post-event emails
- Group social media recognition on Facebook, LinkedIn, Twitter, and Instagram
- Signage with logo throughout reception area
- One reserved table for eight; plus, two educators or special guests will join your table

Photobooth Sponsor (Exclusive)

- Logo featured on the Stars of Education web page and printed program, as well as in pre and post-event emails
- Your company logo along with WakeEd Partnership featured on all photos taken for guests that will be printed and available online for social media.
- Group social media recognition on Facebook, LinkedIn, Twitter, and Instagram
- One reserved table for eight; plus, two educators or special guests will join your table

\$3,000 LEVEL Minimum Donation

Stars Among Us Sponsors (Multiple, up to six)

- Logo featured on the Stars of Education web page and printed program, as well as in pre event and post-event emails
- Group social media recognition on Facebook, LinkedIn, and Twitter
- Logo printed on Stars Among Us stationary on each dinner table
- One reserved table for eight; plus, two educators or special guests will join your table

Public School Champions (Multiple, can be listed in honor of an individual)

- Logo featured on the Stars of Education web page and printed program, as well as in pre-event and post-event emails
- Group social media recognition on Facebook, LinkedIn, and Twitter
- Printed signage with company logos in reception and registration area
- One reserved table for eight; plus, two educators or special guests will join your table

\$1,500 LEVEL Minimum Donation

Honor Roll (Table Sponsor) (Multiple)

- Name listed on the Stars of Education web page and printed program, as well as in pre-event and post-event emails
- One reserved table for eight; plus, two educators or special guests will join your table



SPONSOR REGISTRATION



Please complete and return this form to **Keith Poston** (kposton@wakeed.org) or complete online <https://wakeed.kindful.com/?campaign=1100439>

Organization Name: _____

Contact Name: _____

Address: _____

Contact Email: _____

Contact Phone: _____

Sponsorship Level: _____

Signature: _____ Date: _____

Submit Logo

Send organization logos and brand guidelines to **Jadah Smith** (jsmith@wakeed.org). Logo files should be high quality, able to scale, with a transparent background. If available, please provide logos designed for both light and dark backgrounds. Brand guides or use guidelines are appreciated.

Payment

Visit <https://wakeed.kindful.com/?campaign=1100439> to submit your payment online using a credit or debit card. Checks can be mailed to WakeEd Partnership at **3101 Industrial Drive, Suite 100, Raleigh, NC 27609**.

For questions about sponsorships, please contact:

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919-780-5205