

## Exclusive Three-Year National Sponsorship Benefits

- Your Company name and logo recognition as the exclusive sponsor in national marketing and public relations efforts for ProText My School launch
- Your Company name and logo recognition as the exclusive sponsor in marketing and public relations efforts for each school activation for three years
- Use of the ProText My School brand as a solution for school safety through Your Company's public relations efforts
- Your Company name and logo recognition on ProText My School promotional materials, including but not limited to, signage in each classroom in each school that adopts the technology
- Your Company name and logo recognition as the exclusive sponsor on the ProText My School website
- Your Company name and logo recognition as the exclusive sponsor in the ProText My School mobile app
- Promote Your Company's reputation as a company that cares about communities and the safety and support of our nation's school children
- Your Company's association with national subject-matter expert, NCPCV, which has support of Federal-level organizations including Department of Justice (OVC, BJA), and the Department of Education safety and education officials
- Foster Your Company's values and give your employees additional opportunities to be involved with local communities and schools

### Sponsorship Opportunity



More than **1 billion** positive brand impressions

See the ProText My School National Sponsorship Return on Investment (ROI) document for additional details

# ProText My School



Enhancing campus safety for  
every K-12 school in the nation

Three-Year Exclusive National Sponsorship

NOW:

- Spread the word with national marketing and public relations
- Promote Your Company's reputation
- Foster Your Company's values

WHY:

- You are helping build awareness that bullying in schools needs to stop and you support resources for students and parents

ProText My School and RespondToBullying.org for every certified K-12 school in the nation

Made possible by Your Company

# THREE-YEAR EXCLUSIVE SPONSORSHIP OPPORTUNITY

## Exclusive Sponsorship Benefits

**More than 1 billion positive brand impressions**

- Your Company name and logo recognition as the exclusive sponsor in national marketing and public relations efforts for the ProText My School launch available to 52 million students
- Your Company name and logo recognition as the exclusive sponsor in marketing and public relations efforts for each school activation for three years
- Use of the ProText My School brand as a solution for school safety through Your Company's public relations efforts
- Your Company name and logo recognition as the exclusive sponsor on the ProText My School website
- Your Company name and logo recognition as the exclusive sponsor in the ProText My School mobile app
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[See the ProText My School National Sponsorship Return on Investment \(ROI\) document for details](#)

# NATIONAL RECOGNITION AND OUTREACH

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- \$3.25 million to sponsor ProText My School for free to all certified K-12 schools across the nation
- Brought to you from Voice, creator of the national sexual assault reporting platform Victim Link, and the National Center for the Prevention of Community Violence (NCPCV)

# WHY YOUR SPONSORSHIP IS NEEDED

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## School deaths, violence, and bullying are happening at an alarming rate



Since Columbine, more than 187,000 students have experienced a shooting



In 2015, 841,100 nonfatal victimizations at school



48 school-associated violent deaths from July 1, 2013, through June 30, 2014



Almost 75 percent of students 12-17 say they have been bullied in school



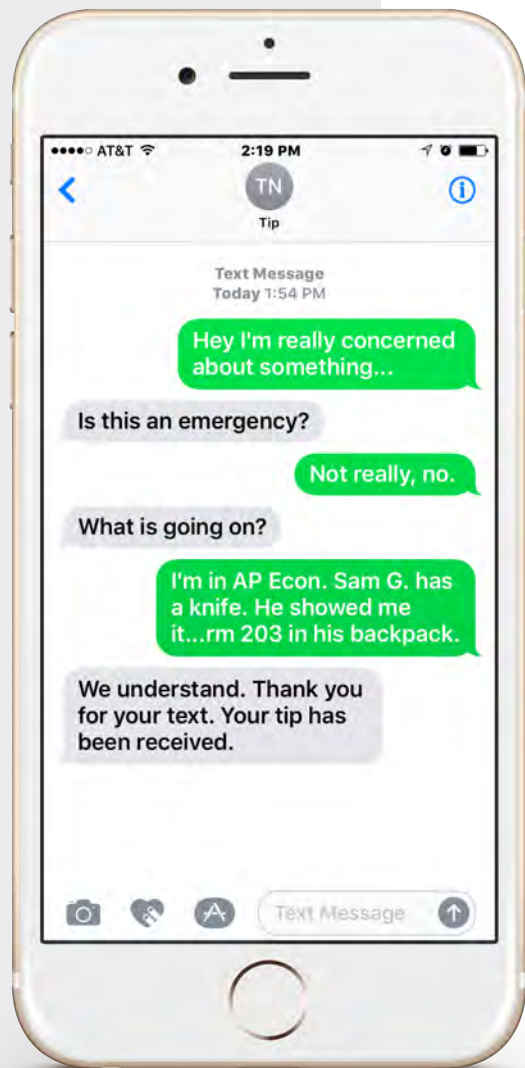
65 percent of public schools recorded one or more incidents of violence in 2013-14

# BE PART OF THE SOLUTION

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ProText My School, paired with the National Center for the Prevention of Community Violence's (NCPCV) programs, can disrupt the process of violence. With your sponsorship, **Your Company** will make this available to every certified K-12 school in the nation FOR FREE.

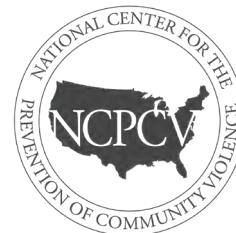
# CUTTING-EDGE TECH MEETS RESEARCH-BASED PROGRAMS



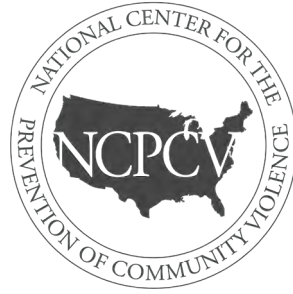
ProText My School is an intelligent, conversational “text-in, evaluate, and respond” system that allows students, parents, and staff to safely and anonymously report campus safety concerns and bullying directly to school officials via a school-specific phone number for text messaging and a website.

NCPCV’s national anti-violence and anti-bullying program, GreenZone, paired with ProText My School technology, will give school officials a unique edge to better understand how they can help students communicate, promote a violence-free environment, implement streamlined internal procedures, and establish and properly equip multidisciplinary CARE response teams to address student needs — all at no cost to all certified K-12 schools.

 ProText My School



 Powered by  
**Microsoft Azure**  
Government



# NATIONAL CENTER FOR THE PREVENTION OF COMMUNITY VIOLENCE

*For a decade, the National Center for the Prevention of Community Violence (NCPCV) has been motivated by the belief that, "violence is a process, not an event."*

Across the United States, K-12 institutions have become targets for those wanting to harm children and our nation.

After several tragic events where young people were hurt or killed in their schools, officials revealed that **key information** that may have deterred violence on campus **was either not shared or didn't get to the right responders.**

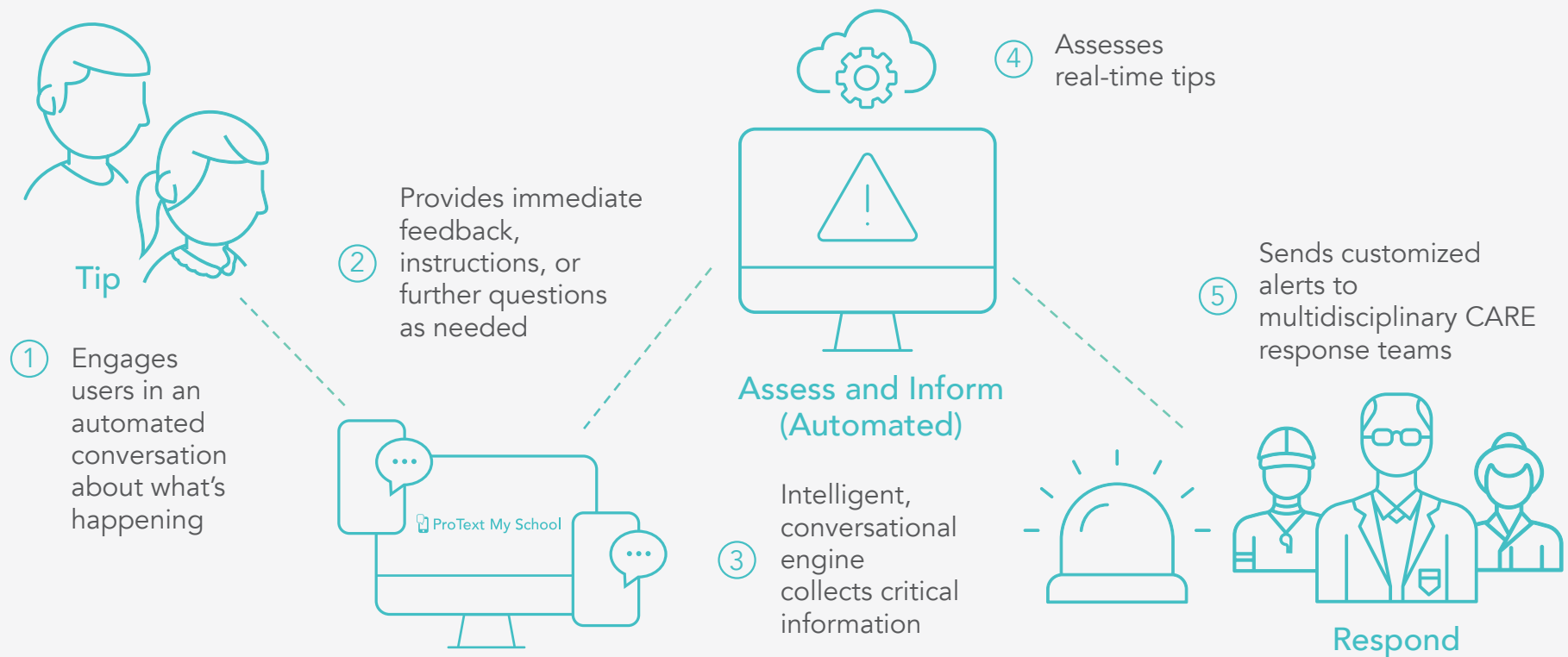
As the subject-matter expert for school violence and bullying, NCPCV knows we can change this.

NCPCV's GreenZone is a measurable, effective, time-tested, evidence-based, anti-bullying and anti-violence program that will enhance school safety response.

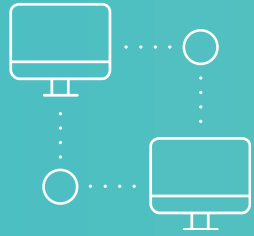


# HOW PROTEXT MY SCHOOL WORKS

**ProText My School** is an intelligent, conversational “text-in, evaluate, and respond” system that allows students, parents, and staff to safely and anonymously report campus safety concerns and bullying information directly to school officials via a school-specific phone number for text messaging and a website.



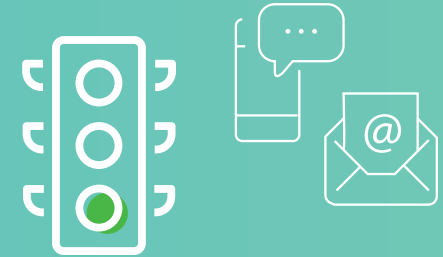
# UNITED TO DISRUPT THE PROCESS OF VIOLENCE



- GreenZone Training
- On-Site Coordination
- ProText My School Awareness



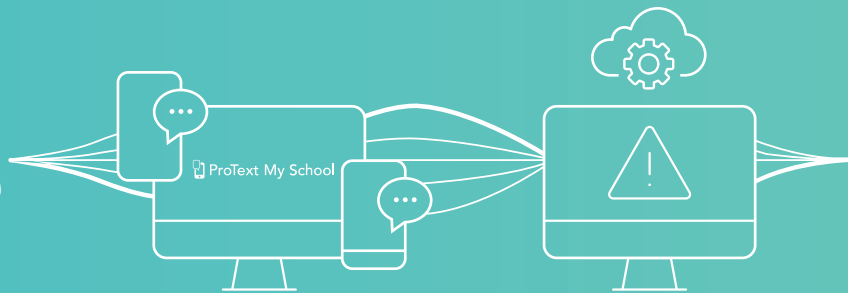
- Policy Review
- Policy Development
- CARE Team Development



- GreenZone Implementation
- GreenZone Adoption
- ProText My School Adoption
- ProText My School Usage



GreenZone  
Behavior



Send Tips  
and Info

Automated  
Assess and  
Inform



CARE Team  
Response

# USE OF FUNDING

Funding to facilitate about three years of subscriptions covering the costs of Microsoft Azure Gov data hosting and telephone infrastructure hosting

- Free implementation of ProText My School in every certified K-12 school
- Support for all schools to implement multidisciplinary response teams based on best practices
- RespondToBullying.org available to students and parents, 24/7, to gain evidence-based guidance and resources to document bullying for schools using ProText My School, schools not on the platform, as well as non-school related bullying issues
- Enhance school safety response
- Training on how to use the ProText My School system
- Enhance ProText My School technology by leveraging machine learning and analytics to expand how information is analyzed in real time
- Enhance and enable free national access to NCPCV's GreenZone anti-bullying and anti-violence program

# YOUR PARTNERS

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A proven track record of  
preventing community violence

# THE EXECUTIVE TEAM



## **Bobby Kipper**

Author, national consultant on school safety, anti-violence and gang-reduction strategies

*National Center for the Prevention of Community Violence, Founder and Executive Director*

Bobby Kipper is a school safety specialist with the Virginia Department of Education and is a past appointee of the Virginia Attorney General's Office, where he was responsible for a multi-million dollar gang reduction program. Kipper founded the [National Center for the Prevention of Community Violence](#), a nonprofit that works with communities across the nation interrupt the process of violence before it becomes an event.

Kipper has a quarter century of Community Policing in one of America's toughest gang environments. He organized one of the most effective crime prevention programs ever developed by the Justice Department and has consulted for the White House and Congress, and for governors and for communities across the nation. Kipper is a national consultant, having assisted communities in 20 states with developing effective strategies for dealing with youth violence.



## **Anthony Formhals**

Creator of the national sexual assault reporting platform, [Victim Link](#), and the non-emergency police reporting technology, [Case Service](#)

*Voice, CEO and President*

Anthony Formhals is CEO and President of [Voice](#), a software development company that facilitates communication for public service. He co-founded Voice while serving as a police officer in Chula Vista, California, for more than eight years. He also served five years in the U.S. Navy. These experiences alerted him to the need for better technology to help law enforcement work more efficiently. As a result, Voice created [Case Service](#), patented, cloud-based software that allows the public to report certain crimes using voice, a computer, or mobile phone.

Under his leadership, Voice also created [Victim Link](#), developed in partnership with End Violence Against Women International, which was awarded a \$1.4 million Federal grant in 2017 to enhance [Victim Link](#) to connect sexual assault victims to resources, advocacy, and law enforcement.

Voice's newest initiative, [ProText My School](#), allows K-12 school staff to receive real-time tips from students and parents about safety issues.

# THE TIMELINE

## How It Began

### Early 2016

ProText My School (PTMS) technology developed after the Microsoft Education Sales team encouraged Voice to move the idea forward.

ProText My School was not taken to market due to a corporate focus on its Victim Link platform and a \$1.4M Federal grant through U.S. Department of Justice Office for Victims of Crime.

### 02.14.18

School shooting in Parkland, Florida.

### 02.22.18

PTMS founder Anthony Formhals realizes that he should offer PTMS as a nationwide solution as opposed to selling it as a product.

### 03.01.18

PTMS technology and NCPCV time-tested programs partner to provide a turnkey solution to every certified K-12 school in America.

## Today's Opportunities

### 04.12.18

NCPCV Executive Director Bobby Kipper meets with multiple Federal officials and departments at the White House to open communication about the ProText My School solution for school safety.

### May 2018

A select group of corporations are contacted about the exclusive sponsorship opportunity

### June 2018

NCPCV applies for a multi-million dollar Federal grant (award decision expected in October 2018).

### Summer 2018

Exclusive sponsor selected.

## A Future Where Schools Are Safer for Our Children

### Early 2019

Begin onboarding K-12 schools throughout America.

ProText My School available to be fully implemented in every school and school safety improves.

Schools communicate implementation highlighting the corporate sponsor that made the solution available.



## SPONSORSHIP PROCESS

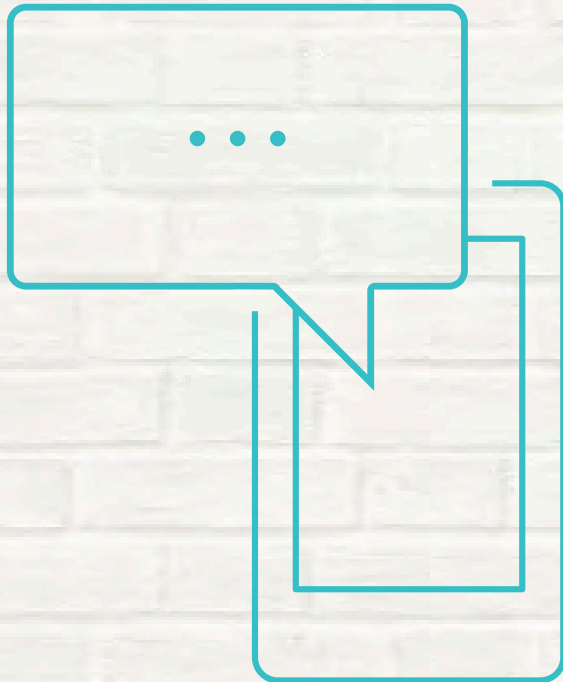
If Your Company is interested in exploring this exclusive sponsorship opportunity that will enhance school safety response for America's 52 million students, begin by contacting Anthony Formhals at [anthonyf@voice.tech](mailto:anthonyf@voice.tech) or by phone at 619-405-0872.

**The exclusive sponsor will be selected in Summer 2018.**



# ProText My School

EXCLUSIVE SPONSORSHIP OPPORTUNITY



To anonymously report a current or potential instance of violence or bullying, text '**SCHOOL**' to:

**(619) 354-7462**

*Give it a try!*

Your company can lead the charge to get **ProText My School** into every K-12 school across America



# DO YOU WANT TO HELP?

**Contact Anthony Formhals**

anthonyf@voice.tech | 619-405-0872

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## DEADLINES

**Sponsor Selected**

Summer 2018

## ProText My School Exclusive Sponsorship Summary

Corporate sponsorship of this nationally recognized ProText My School initiative will enhance your company's reputation and/or brand(s) by fostering the positive perception of your company's values through your philanthropic support of this program. There are also benefits for your company by addressing employee concerns of refining leadership capabilities, employee retention, and new recruitment.

As the exclusive sponsor, your company will benefit from its positive support for creating innovation and expanding knowledge in our school communities across the U.S. A corporate sponsor whose customer base includes K-12 school communities (students, parents, teachers, and other campus staff), can promote the ProText My School sponsorship as an active response to community obligations, and differentiate the company through this large, visible program that tackles a critical issue—how to improve school climate, enhance campus safety, and help interrupt the process of violence.



Green Zone™

 ProText My School

Voice and the National Center for the Prevention of Community Violence (NCPCV) have partnered to provide proven programs, training, and technology for all certified K-12 schools for free. ProText My School technology, paired with NCPCV's GreenZone's anti-violence framework, gives school officials insight into what's happening on campus so they can help students better communicate and promote a violence-free environment.

As a corporate sponsor, you will help make these programs and technology available for free to every certified K-12 school in the nation. Unlike prior approaches, this comprehensive system includes training and implementation support for evidence-based programs paired with innovative technology that is connected directly to each school's multidisciplinary response (CARE) team.

This ROI briefing defines a range of expected returns that are in large part based upon the uptake by schools. There are multiple audience segments associated with this initiative that create direct brand and marketing value to the sponsor, and this projected return is augmented by 1) national-level marketing exposure to other audiences, and 2) opportunities for your employees to participate in training and outreach.

## Assumptions

### Campus-Related Community Metrics

Based on U.S. Census report data and pertains to audience segments directly engaged through this initiative.

#### Students

- Students per family = 1.9
- Public K-12 = 58.6 million students
- Private (Pre-K) PK-12 = 5.75 million students
- **Total PK-12 = 64.35 million students**

## Schools

- Teachers = 3.6 million (3.2 million public and 0.4 million private)
- Teachers per student =  $1/13 = .077$
- Non-classroom staff per student =  $1/10 = .01$
- Public K-12 = 98,176 schools
- Private PK-12 = 34,576 schools
- **Total PK-12 = 132,752 schools**

## Estimated Averages per school

- Students per public school =  $58.6 \text{ million}/98,176 = 597$  students per school
- Students per private school =  $5.75 \text{ million}/34,576 = 166$  students per school
- Families per public school =  $597/1.9 = 314$  Families per school
- Families per private school =  $166/1.9 = 87$  Families per school
- Teachers per public school =  $3.2 \text{ million}/98,176 = 32$  teachers per school
- Teachers per private school =  $.4 \text{ million}/34,576 = 12$  teachers per school
- School administrators per school =  $928,000/132,752 = 7$  school admins per school
- Other staff per school =  $6.53 \text{ million}/132,752 = 5$  Non-class staff per school (excluding admins)

## Campus-Related Audience Segments

People who are anticipated to be directly impacted by program activity are listed below. (This does not include the secondary audience segments reached through indirect awareness of the project.)

1. Students: Pre-K (PK) to elementary, middle school, and secondary
2. Families and parents of PK-12 students
3. Teachers PK-12
4. School administrators PK-12 (campus-specific)
5. District and state-level administrators PK-12
6. Non-classroom school staff PK-12 (excluding admins)
7. Other CARE Team (law enforcement, fire/EMS, health professionals, etc.)

## Sponsorship Risk Summary

Downside risks to the sponsoring company's reputation are limited to under-achievement of quantitative goals during the project period. This risk has been mitigated by proper goal-setting and the commitment to closely track target metrics throughout this initiative and to refine execution as needed.

The sponsor will be provided quarterly reports during the period for internal and external use. Success of the GreenZone anti-violence framework has been demonstrated and has established a high rate of success nationally. The technology behind ProText My School has also been proven effective in multiple national engagements, most notably in the Victim Link project sponsored through a Office for Victims of Crime Vision 21 grant.

## Expected Return

Expected return considers benefit, adjusted by probability of success, divided by cost of sponsorship. Primary benefit is based upon brand and product recognition through naming rights of program elements including physical signage in each classroom, web pages, mobile app visibility, and social media associated with NCPCV, GreenZone, and ProText My School. The ad-value-equivalency model assumes a \$12 CPM (cost per thousand impressions). Each school will be activated and supported for a three (3) year duration, and the number of impressions with 3% of schools participating (4,000) is more than 1.15 billion. At a 12% participation (16,000), impressions exceed 4.6 billion. Assuming a \$3.25 million sponsorship, the return at 3% participation is 3.4:1, and at 12% participation is 6.8:1.

## Return on Sponsorship - Sample Computations

Audience	Impressions per school per year	Total impressions @4000 schools	Total impressions @16000 schools	Basis
		3% of schools	12% of schools	
1. Students: Pre-K (PK) to elementary, middle school, and secondary	87,254	1,047,051,344	4,188,205,375	180 days * 484.7 students * 1 impression/day via physical signage
2. Families and parents of PK-12 students	1,531	18,369,322	73,477,287	484.7 students/1.9 students/family with 1 impression/month via physical signage and GreenZone outreach
3. Teachers PK-12	4,860	58,320,000	233,280,000	27 teachers with 1 impression/day via physical signage and GreenZone outreach
4. School administrators PK-12 (campus-specific)	1,260	15,120,000	60,480,000	7 admins with 1 impression/day via physical signage, PTMS usage and GreenZone outreach
5. District and state-level administrators PK-12	26	308,571	1,234,286	1 district-level staff per school, 1 impression per week via PTMS usage and GreenZone promotions
6. Non-classroom school staff PK-12 (excluding administrators)	900	10,800,000	43,200,000	5 other staff with 1 impression/day via physical signage and GreenZone outreach
7. Other CARE Team (law enforcement, fire/EMS, health professionals, etc.)	129	1,542,857	6,171,429	5 CARE team staff with 1 impression/week via physical signage, PTMS usage, and GreenZone outreach
<b>Total</b>	<b>95,959</b>	<b>1,151,512,094</b>	<b>4,606,048,377</b>	
<b>Benefit @ \$12 CPM</b>	<b>\$1,152</b>	<b>\$13,818,145</b>	<b>\$55,272,581</b>	
<b>Probability of Success (%)</b>	<b>100</b>	<b>80</b>	<b>40</b>	
<b>Cost of Sponsorship</b>	<b>\$3,250,000</b>	<b>\$3,250,000</b>	<b>\$3,250,000</b>	
<b>Return (ratio)</b>	<b>0</b>	<b>3.40</b>	<b>6.80</b>	

The return on sponsorship does not count the recognition that the exclusive sponsor will receive in marketing and public relations efforts at the national level, nor the local recognition with extended family members of students and households with no students. Total population directly served for participating schools for a 12% uptake is 13,264,000 people, with a total of 39,255,040 inclusive of the extended community.

The above computations also omit the additional impressions resulting from personal use of ProText My School and GreenZone resources by the audiences listed in the Sample ROI Computations chart. Each person who uses ProText My School to convey information, and those who are notified, will also generate additional impressions made possible by in-app messages promoting the sponsor. This applies in varying degrees to every audience type listed above.

## Other Benefits

### National-Level Exposure

NCPCV has the support of Federal-level organizations including Department of Justice (OVC, BJA), and the Department of Education. This is national-level exposure to a broad audience of public safety and education officials.

### Sponsor Employees

This initiative will create opportunities for the sponsor's employees to receive training and then participate in outreach related to local schools. NCPCV will provide leadership development resources that equip individuals to participate in community awareness activities both on and off-campus.

# ProText My School

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