



## School Sponsor Agreement

### Sponsorship Level: (Check one)

- Platinum**     **\$1,000 or more**
- Gold**             **\$850**
- Silver**             **\$500**
- Bronze**            **\$250**

### Payment Preference (Check one)

- Payment Enclosed**
- Bill in 1 monthly installment**
- Bill in 2 monthly installments**
- Bill in 3 monthly installments**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**Please mail to The Newport Plain Talk  
P.O. Box 279  
Newport, TN 37821, or fax to 625-1995**

\*I would prefer an appointment with The Newport Plain Talk NIE Coordinator to further discuss the NIE program and sponsorship levels.

Name \_\_\_\_\_ Business \_\_\_\_\_

Phone \_\_\_\_\_



## Sponsorship Levels

### Platinum Sponsors

\$1,000 or more will sponsor a local school with more than 55 newspapers per day for the entire school year.

As a Platinum Sponsor you will receive:

- NIE desk plaque.
- 18 2x5 "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- 4 full page group "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- Your business logo and website linked on The Newport Plain Talk NIE website.
- A one-time sponsor photo in The Newport Plain Talk.

### Gold Sponsors

\$850 will sponsor a local school with 47 newspapers per day for the entire school year.

As a Gold Sponsor you will receive:

- NIE plaque.
- 18 2x3.5 "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- 4 full page group "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- Your business logo and website linked on The Newport Plain Talk NIE website.
- A one-time sponsor photo in The Newport Plain Talk.

### Silver Sponsors

\$500 will sponsor a local school with 28 newspapers per day for the entire school year.

As a Silver Sponsor you will receive:

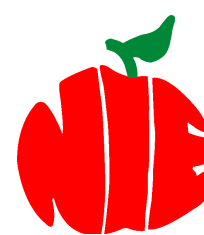
- NIE plaque.
- 18 2x2 "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- 4 full page group "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- Your business name listed on The Newport Plain Talk NIE website.
- A one-time sponsor photo in The Newport Plain Talk.

### Bronze Sponsors

\$250 will sponsor a local school with 14 newspapers per day for the entire school year.

As a Bronze Sponsor you will receive:

- NIE framed certificate.
- 4 full page group "Thank You" acknowledgements in The Newport Plain Talk during the school year.
- Your business name listed on The Newport Plain Talk NIE website.
- A one-time sponsor photo in The Newport Plain Talk.



# NEWSPAPERS IN EDUCATION



**Research continues to show that people who read newspapers every day:**

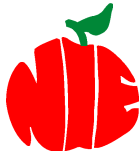
- ★ **vote in every election,**
- ★ **have higher incomes,**
- ★ **travel extensively,**
- ★ **are four times less likely to have a police record,**
- ★ **are ten times more likely to volunteer in their community,**
- ★ **have children who excel in school and go to college,**
- ★ **are known to be well-read,**
- ★ **are great conversationalists,**
- ★ **and are a lot of fun to be around.**

## The Newport Plain Talk

P.O. Box 279 • 145 E. Broadway  
Newport, TN 37821

**623-6171**

**nie.xtn.net**



## What Is NIE?

NIE, Newspaper in Education, is a cooperative effort between schools and newspapers to promote the use of newspapers as an educational resource. The Newspaper Association of America Foundation is the administrative organization for NIE programs in the United States. The Foundation provides resources and training to newspapers and educators on using newspapers in schools; helps newspapers develop strategic plans for promoting and marketing their NIE services; and represents newspapers with a broad variety of educational partners. NAA Foundation has also compiled a [list of NIE sites](#) from across the country and around the world.



## NIE Statistics

**NIE has two main missions...create future readers and help children learn through using newspapers as a teaching tool.**

- NIE reaches 40 percent of all school-aged children.
- 950 newspapers have an NIE program.
- 110,000 schools are involved.
- There are 390,000 teachers who participate.
- NIE **believes** in creating youth content in newspapers.
- NIE **believes** in supporting school newspapers.
- NIE **believes** in the power of the newspaper as a tool in the classroom.



## Why Use NIE?

**The numbers speak volumes.**

- On average, students who used the newspaper in school scored 10% better on standardized reading tests than students who did not.
- In schools that were high in low-income, non-English speaking or minority students, the increase in test scores for the newspaper group was as much as 29%!
- In all cases, the more newspapers were used throughout the year, the greater the gain in test scores.



## Teacher Benefits

- Free Curriculum guides
- Teacher workshops, class visits, tours
- Serialized in-paper stories
- Kid Scoop page
- Educational tabloids throughout the school year



## Why Support NIE?

The NIE Program helps teachers discover interactive ways to use The Newport Plain Talk as an effective and timely teaching tool in their classrooms. We have had an overwhelming number of requests for newspapers from teachers in every school district in the area.

Unfortunately, education budgets are very limited, and even though The Newport Plain Talk provides newspapers to classrooms at drastically reduced rates, private sector financial support is still required.

What better way to help our youth succeed than to contribute to a program like Newspapers in Education.

NIE sponsorship monies are not used for staff salaries or administrative costs.



## NIE Teacher Participation 2005-2006

- Cocke County Schools - 37 teachers
- Newport Grammar Schools - 12 teachers
- Adult Education - 1 teacher

**2,100 Newport Plain Talk NIE newspapers in classrooms per week.**



## Community Benefits

Newspapers inspire, teach, inform, explore, illuminate, and challenge!

The use of newspapers in classrooms helps to improve literacy, math, science, geography skills, and helps students gain knowledge about their local community. Becoming an NIE sponsor indicates to students that the business community, civic organizations, or individuals are committed to helping each and every student become informed and involved citizens. NIE is an investment in the future of our community. It is our hope that businesses like yours will be committed to our future entrepreneurs, and support a fundamental program that will make a difference in our youths' lives every day.



## NIE Online

[nie.xtn.net](http://nie.xtn.net)

**([www.cocke.xtn.net](http://www.cocke.xtn.net) and click "nie")**

Teachers and students will find a wealth of educational and fun activities to use when learning with The Newport Plain talk. The links are carefully chosen for creative learning and useful downloadable materials. Teachers will find resources for enhancing their classroom teaching. The site is managed by our NIE website division, and is continually updated. NIE sponsors are listed on the website. Platinum and Gold sponsors' business logos are listed plus a link to their business website.

