HSE WEB APP
SPONSORSHIP PROPOSAL

SPONSORSHIP LETTER

Dear Potential Sponsor,

We are writing to request your support as a corporate sponsor for the HSe Web App. Your sponsorship investment will enable us to transform the productivity of K-12 education in the U.S through a web-based application: the HSe web app.

To ensure the success of the HSe web app, we are seeking partnerships in the form of financial support and key stakeholder involvement to support and promote our efforts. In return, we will exhibit your brand throughout the HSe web app to several massive demographics, to the public via spontaneous media events, HSe pre-marketing, and social media platforms. We take this opportunity to invite you to create an alliance with us. In committing to becoming a sponsor, your company will gain high-profile exposure to multiple audiences, including those that lift your corporate metric results.

We are grateful for your consideration of this proposal. Please review the HSe web app opportunity and consider supporting and sponsoring this initiative. We look forward to discussing partnership opportunities with your company and working with you to promote our efforts.

ABOUT US

Half of all graduating high schoolers in the U.S. fail to reach the minimum proficiency level on the National Assessment of Educational Progress. NAEP (rhymes with cape) is described as the "Nation's Report Card." Consistent with those devastating results, our young people rank far down the list on international tests, and our top students fare poorly compared to their international counterparts. All of this has been the status quo for decades. **To change that ongoing disaster, HSe volunteers and parents are calling for the implementation of the HSe website application.**

The HSe web app is a tool to transform the productivity of K-12 education in the U.S. However, the focus of the HSe web app is not just the K-12 years. The genesis of the education and wealth divide are rooted years earlier than K-12. For example, if at age two children can be divided into "haves" and "have-nots" based on background knowledge, said to be a predictor of socioeconomic fate, then those young people, too, and their parents (a massive demographic themselves) need the full advantage of the HSe web app.

For all students, including those at proficiency: Even students at a NAEP proficiency level, upon receiving a high school diploma, have not had the benefit of the HSe web app experience during K-12 and the critical years from infancy to pre-kindergarten. Not only have they missed the opportunity to be inspired by personal experience, latent abilities and talent, but upon graduation, they may struggle to find a successful path in their lives; thus, this puts at risk a more satisfying life and perhaps greater personal productivity.

SPONSORSHIP TIER BENEFITS—AND PERPETUATION

POST-LAUNCH, YEAR-ONE FOR THE PUBLIC: On the heels of the pre-launch HSe web app *happening,* **the public** will begin to experience an ongoing variety of random and spontaneous human-interest stories and news events tied to the HSe web app, perhaps a live report of a student's spellbinding contribution to space exploration, or a *miraculous* new record for a stubborn K-12 metric.

POST-LAUNCH, YEAR-ONE FOR PARENTS: As their children benefit from the HSe web app, the nation's parents and guardians will have continuing, NEWLY REFRESHED reminders of the Sponsor.

POST-LAUNCH, YEAR-ONE FOR K-12 STUDENTS AND YOUNGER: Young people, too, will have constant but subtle reminders of the Sponsor, all the more if the Sponsor's name or reference is substituted for HSe in the web app name.

BEYOND YEAR ONE: The sponsorship agreement may be renewed.

BEYOND K-12, THE FIGURATIVE BIG BANG RESIDUAL: For decades beyond their K-12 years, the former HSe web app demographic may favor the Sponsor, its products, and its services.

The corporate Sponsor will employ the HSe web app as a high-power marketing strategy, where the only required role of the Sponsor will be to fund the web app.

MARKETING BENEFITS TO SPONSOR

In return for your support, you will be poised to achieve top-of mind awareness by much of the nation, perhaps rivalling or surpassing the far more expensive $30 billion investment by Jamie Dimon and JP Morgan. The HSe web app will have a much greater potential audience, will strengthen or transform the effectiveness of Dimon's efforts, and will likewise stand to benefit from Dimon's efforts.

We understand that we only succeed when our partners succeed, which is why we are so focused on creating the perfect launch to fit your needs and budget.

AUGMENTED CUSTOMER SERVICE

HSe web app will help your brand to amplify customer experience in a positive manner. There is no better representative of your company than a satisfied customer as they perform the role of an unpaid sales agent for you.

RETURN ON INVESTMENT

Traditionally, marketing is perceived as an expense, even though it's investment. Your sponsorship will provide you ample marketing, which will not only grow your organization but also give you the opportunity to be involved in a revolutionary community project. With HSe web app sponsorship's benefits, you will be delighted with your decision.

POSITIVE PUBLIC IMAGE

Considering our vision, your help and support for the cause will instill a positive image of your organization, and it will provide a significant boost to the HSe web app. This will encourage more firms to follow in similar steps and increase involvement from all the society.

BRAND VISIBILITY

We are pleased to offer sponsors an opportunity to become a part of our journey. As a valued sponsor, you can expect heightened visibility for your brand, increasing your international presence and business profile. Don't miss this amazing opportunity to promote your brand to an exciting community of prospective customers.

Again, your company will get recognition as a partner in our media kit, mailing lists, banner ads, social media promotion, campaigns, content, giveaways, product placement, partner posts as well as verbal recognition at our different events and in any national and international coverage associated with HSe web app.

COST OF HSe WEB APP

$20 million to $60 million: The corporate or societal cost for the HSe web app, including launch, beta, and pre-launch marketing, will be in the range of $20 million to $60 million, where the extent of marketing, in agreement with the sponsor, and such ancillary costs as device programs and internet access programs are variables. In continuing the HSe web app's impact on K-12 metric results, and by extension in continuing the positive impact to the web app's Sponsor, yearly costs of operations and ancillary costs may remain in that cost range as well.

For more information contact:

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