



PURSUIT of Excellence



Book Project

The Bedford County Chamber Foundation is pleased to present a new program: **Pursuit of Excellence**, designed to send positive messages to area students concerning the value of work ethic.

The program is part of the BASICS (*Businesses and Schools Investing in Cooperative Solutions*) curriculum, which uses resources from the business community to assist educators in providing career exploration and development opportunities for their classes.

The Chamber Foundation will produce a story-format read aloud book for elementary school classrooms (beginning with third grades.) The book will feature local businesses and specific representatives of those companies describing various attributes related to work ethic. The book will give interesting information about role models in the business community as well as their companies; a wide array of businesses and occupations will be included.

The project is designed to foster community pride while exposing students to the intangible tools needed to be successful in the workplace.

An original mascot is being developed with the help of a local artist to tie the various business stories together in a cohesive and entertaining way. Sponsorships are being sought from local businesses wishing to support this project and to be featured in the publication.

Once printed, the books will be distributed to local libraries and presented to 3rd grade classes throughout the county. The presentations will include a reading of the book by volunteers from the business community, including many of those featured within the story-book. Students will also receive small gifts, potentially book marks or mascots to reinforce the qualities discussed within the pages of the book.

If the 3rd grade book proves successful in terms of the business support, the Pursuit of Excellence Program may be expanded to provide books, games or other educational tools to additional grade levels (4th, 5th, 6th, etc.)

For more information please contact:

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BOOK PROJECT SUPPORTING INVESTMENTS & BENEFITS

Check One:

Cover Sponsor (Only ~~two~~ one available)

\$500

- ◆ Program/book co-sponsor—logo inclusion on front cover of book.
- ◆ Opportunity to have your business featured in the publication.
(One company per business sector/each focusing on one element of work ethic)
- ◆ Opportunity to have a representative from your business featured as part of the story.
- ◆ Inclusion in corresponding marketing: web, social media, direct mail, email.
- ◆ Inclusion in news release and news conference announcing the event/program.
- ◆ 6 Copies of the Book for display/distribution.

Page Sponsor (Only 16 available)

\$250

- ◆ Opportunity to have your business featured in the publication.
(One company per business sector/each focusing on one element of work ethic.)
- ◆ Opportunity to have a representative from your business featured as part of the story.
- ◆ Inclusion in corresponding marketing: web, social media, direct mail, email.
- ◆ Inclusion in news release and news conference announcing the event/program.
- ◆ 3 Copies of the Book for display/distribution.

Business _____ Phone _____

Contact Name _____ Email _____

 Check Enclosed

 Please Invoice Me

Check one from each box (first come/first served)

Industries/Occupations

Work Ethic Attributes

<u> </u> Finance/Accounting	<u> </u> Agriculture
<u> </u> Health Care	<u> </u> Welding
<u> </u> Resort/Hotel/Motel	<u> </u> Insurance
<u> </u> Education	<u> </u> Real Estate
<u> </u> Manufacturing	<u> </u> Attorney/Judicial System
<u> </u> Distribution	<u> </u> Fire Dept./Ambulance
<u> </u> Science	<u> </u> Government
<u> </u> Recreational/Outdoors	<u> </u> Health Care
<u> </u> Law Enforcement	<u> </u> Computer Repair/IT
<u> </u> Non-Profit	<u> </u> Internet/Cable/TV
<u> </u> The Arts	<u> </u> Media/Marketing/Journalism
<u> </u> Sales	<u> </u> Human Resources
<u> </u> Restaurants	<u> </u> Office/Administrative
<u> </u> Construction	<u> </u> Other
<u> </u> Automotive Sales/Service	

<u> </u> Respect
<u> </u> Punctuality/Attendance
<u> </u> Integrity
<u> </u> Honesty
<u> </u> Helping Others
<u> </u> Positive Attitude
<u> </u> Goal-Setting
<u> </u> Manners
<u> </u> Appearance/Cleanliness
<u> </u> Kindness
<u> </u> Teamwork
<u> </u> Inclusion (No Bullying)
<u> </u> Listening/Communication
<u> </u> Going Above-and-Beyond
<u> </u> Responsibility
<u> </u> Customer Service