



# SCHULE SCHLOSS SALEM

## PROJECT OUTLINE: ACTIVITY GARDEN



## Activity Garden Schule Schloss Salem Agenda

1. Needs and Requirements
2. Location
3. Plans and Possibilities
4. Timeline and Costs
5. Fundraising and Sponsoring
6. Contact Persons



## Activity GardenSchule Schloss Salem

### 1. Needs and Requirements

Upon the opening of the “**Schrote**,” Years 7 and 8, and also the craft guilds, recently took up occupancy of the newly renovated facility . In addition, all-school events for students in Years 5 - 10 now take place in the building’s auditorium. Together with the new sports hall, the „**Reithalle**,” which is located directly adjacent – a new focal point has been created in the northern section of the castle grounds.

At this time our younger students, in particular, are lacking a place where they can spend their leisure time and school recesses out of doors, engage in games and sports, or just get together with their friends.

This is a plan to convert the former playground to the left of the old riding stables into an “Activity Garden” which can also be used for instructional purposes (a green classroom).



## Activity Garden Schule Schloss Salem

### 2. Needs and Requirements



CURRENT STATUS



## Activity Garden Schule Schloss Salem

### 2. Location

Activity Garden



1. Rentamt
2. Activity Garden
3. „Reithalle“ (Gym)
4. Schrote
5. Oberes Tor



Bewegungsgarten

# LEARNING THROUGH PLAY TO DO GREAT THINGS



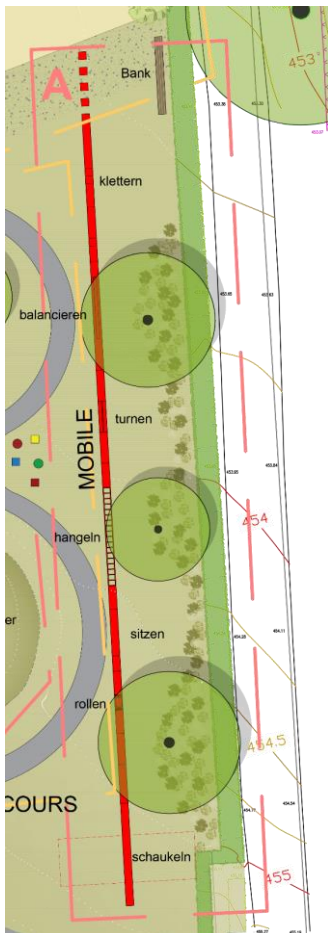
### 3. Plans and Possibilities

## Activity Garden behind the Reithalle - Overview



## Activity Garden Schule Schloss Salem

### 3. Plans and Possibilities



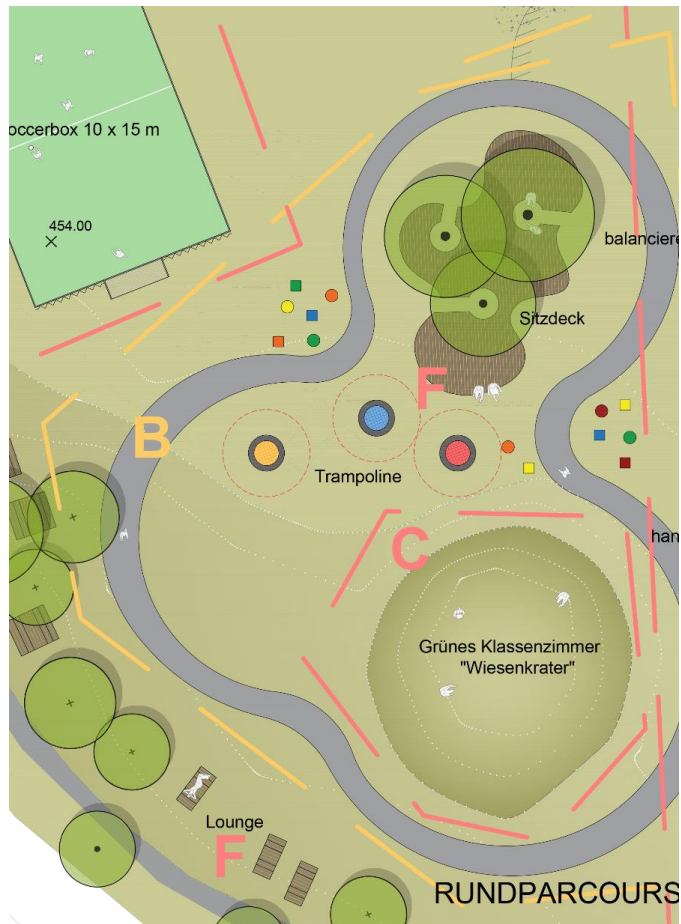
#### PHASE A: MOBILITY

- Swings
- Gymnastics
- Seating
- Climbing
- Balancing





### 3. Plans and Possibilities



## PHASE B: CIRCULAR PARCOURSE

- Seating decks
- Trampoline
- Open areas, seating
- Trees



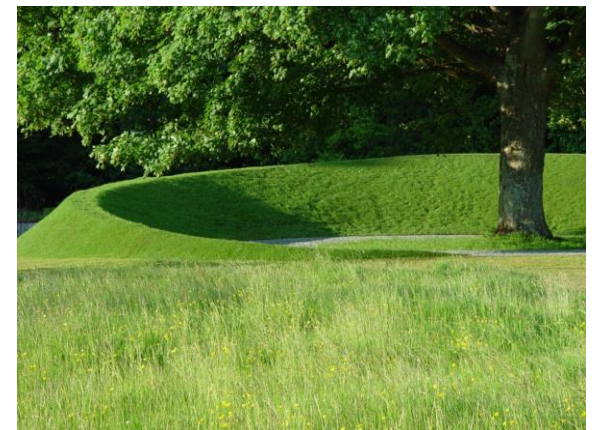
## Activity Garden Schule Schloss Salem

### 3. Plans and Possibilities



#### PHASE C: GREEN CLASSROOM

- Holding lessons out-of-doors
- Facilitating conservation and sustainability
- „Experiencing Nature“



## Activity Garden Schule Schloss Salem

### 3. Plans and Possibilities



#### PHASE D: SOCCER BOX

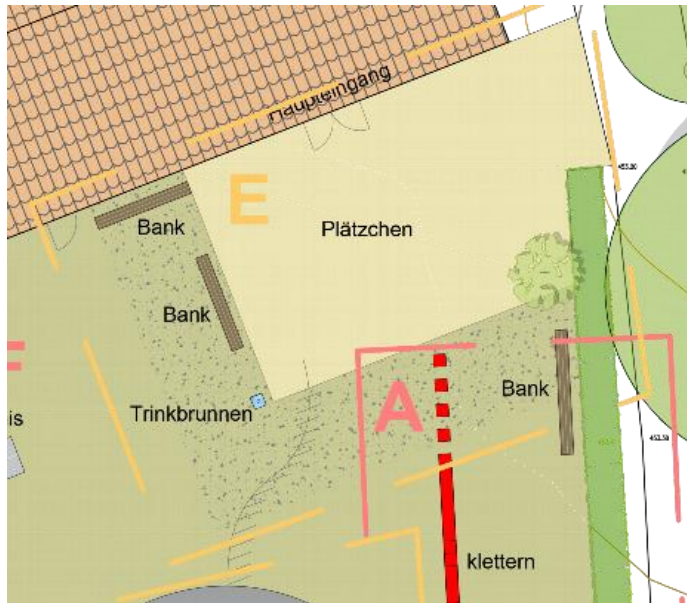
- Soccer
- Basketball
- Exercise Area
- Badminton and Volleyball
- For sport classes, solo training or leisure sports
- Lawn steps for spectators and school recesses





## Activity Garden Schule Schloss Salem

### 3. Plans and Possibilities



#### PHASE E: CORNER RETREAT

- Seating benches
- Drinking water fountain

## Activity Garden Schule Schloss Salem

### 3. Plans and Possibilities



#### PHASE F: FACILITIES AND LANDSCAPING

- Benches and seating ensembles
- Trees & Bushes
- Table tennis





Bewegungsgarten

# EXPERIENCING NATURE THROUGH PLAY



## Activity Garden Schule Schloss Salem

### 4. Timeline and Costs

Projected Phases for Creating Activity Garden (behind the „Reithalle“)

Phase	Costs (gross / incl. incidental expenses)	Realisation
Phase A <b>Mobility</b>	192,780 €	Starting July 2020
Phase B <b>Circular Parcourse</b>	22,610 €	Starting September 2020
Phase C <b>Green Classroom</b>	13,090 €	Starting March 2021
Phase D <b>Soccer Box</b>	97,580 €	Starting May 2021
Phase E <b>Corner Retreat</b>	35,700 €	Starting July 2021
Phase F <b>Facilities &amp; Landscaping</b>	130,900 €	Starting July 2021
<b>Total building costs + incidentals</b>	<b>492,660 €</b>	

# LIFE AT BOARDING SCHOOL



## Activity Garden Schule Schloss Salem

### 5. Fundraising and Sponsoring

#### Donation Options – Smaller Donations/ Low Donor

For each donation you  
will receive a donor's  
receipt



#### Engraving: Mobility

in the Activity Garden—  
each donor's name will be  
lasered onto the equipment

Donation: 500 € per name



#### Founders' Plate

in the Activity Garden on the occasion of the 100th  
anniversary of Schule Schloss Salem  
with donor names engraved

Donation: 2,020 € per name

#### Bench with plate

Donation: 5,000 €



#### Tree with donor's plate

Donation: 5,000 €



#### Individualised donation






Donation: open



## Activity Garden Schule Schloss Salem

### 5. Fundraising and Sponsoring

#### Donor Options– Major Donor, Top Donor and Company Sponsoring

Phase	Costs	Donation Segments
<b>Mobility</b>	192,780 €	100 % = 192,780 € 50% = 96,390 € 25% = 48,195 € 
<b>Circular Parcours</b>	22,610 €	100 % = 22,610 € 
<b>Green Classroom</b>	13,090 €	100 % = 13,090 € 
<b>Soccer Box</b>	97,580 €	100 % = 97,580 € 50% = 48,790 € 
<b>Corner Retreat</b>	35,700 €	100 % = 35,700 € 50% = 17,850 € 
<b>Facilities &amp; Landscaping</b>	130,900 €	See Low Donor – Benches, trees and open donations

## Activity Garden Schule Schloss Salem

### 5. Fundraising and Sponsoring

#### Sponsoring Packages for Top Donors and Company Donors

- **Bronze Sponsor – 50,000 €**
  - Donor plate, ca. 15 by 15 cm
  - Listing in Salem Magazine (5,400 circulation, financially strong target group of alumni and parents)
  - Listing on the homepage (25,000 visitors per month)
- **Silver Sponsor – 100,000 €**
  - Donor plate, ca. 25 by 25 cm
  - Report and advertisement (quarter page) in Salem Magazine (5,400 circulation, financially strong target group of alumni and parents)
  - Listing on the homepage (25,000 visitors per month)
  - Mentioning in social media (Facebook, Twitter, Google+, Instagram)
  - Listing in Salem Newsletter (2,000 monthly subscribers)
- **Gold Sponsor – 250,000 €**
  - Donor plate - ca. 35 by 35 cm
  - Report and advertisement (half page) in Salem Magazine (5,400 circulation, financially strong target group of alumni and parents)
  - Report and advertisement with logo on the homepage (25,000 visitors per month)
  - Mentioning in social media (Facebook, Twitter, Google+, Instagram)
  - Listing in Salem Newsletter (2,000 monthly subscribers)
- **Platinum Sponsor – 500,000 €**
  - Dedication name of the Activity Garden
  - Friendly match of company team against Salem school team in the Soccer Box with appropriate PR coverage
  - Donor plate with company name - ca. 70 by 70 cm
  - Report and advertisement (full page) in Salem Magazine (5,400 circulation, financially strong target group of alumni and parents)
  - Report and advertisement with logo on the homepage (25,000 visitors per month)
  - Mentioning in social media (Facebook, Twitter, Google+, Instagram)
  - Listing in Salem Newsletter (2,000 monthly subscribers)
  - Exclusive tour of Salem with school hosts at a school event of your choice, for you and your staff



## NATURE AND ACTIVITY





## Activity Garden Schule Schloss Salem

### 6. Contact Persons



**GESA MEYER-WIEFHAUSEN**

Chief of Staff

Head of Communications | Fundraising | Scholarships

Tel. +49 7553 919-371

[gesa.meyer-wiefhausen@schule-schloss-salem.de](mailto:gesa.meyer-wiefhausen@schule-schloss-salem.de)



**JANINA TRITSCHLER**

Fundraising | Scholarship Coordination

Tel. +49 7553 919-306

[janina.tritschler@schule-schloss-salem.de](mailto:janina.tritschler@schule-schloss-salem.de)

THANK YOU  
VERY MUCH

