

BUSINESS DIRECTORY

2025 - 2026
DIRECTORY
ADVERTISING
OPTIONS



FCS

**SUPPORTING PARENT-OWNED
AND LOCAL BUSINESSES**

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ROOTED IN COMMUNITY: FAMILY-OWNED & LOCAL BUSINESSES

The Franklin Classical School Business Directory is more than a fundraiser—it's a yearlong celebration of our community and a vital investment in our future. Launching in January 2026, this print and online directory promotes local businesses while supporting our school's mission to provide a Biblically based education marked by academic excellence and spiritual vitality. As we move into our new home at 1021 Windcross Court in Franklin, funds raised will help transform the new building into a place of beauty and belonging, while also strengthening the general fund that sustains the quality of our education. We proudly highlight all community partners, with a special distinction badge for parent-owned businesses connected to families at Franklin Classical School and The Comenius School. By participating, you're helping shape young men and women of wisdom, integrity, and purpose—ready to impact the world for the glory of God.

Advertising in the Franklin Classical School Business Directory is a powerful way to connect with a growing, engaged community while supporting a meaningful cause. With 270 current students and an anticipated 100 new students joining in 2026, your business will gain year long exposure to hundreds of families who value excellence, integrity, and local partnerships. All businesses that participate will be included in a user friendly search engine on our main website business directory. Physical copies of the directory are printed and distributed to student families and shared with the broader FCS community. We also collaborate with local businesses to display directories in their offices, ensuring visibility beyond our campus. New families receive the directory during onboarding, and copies are placed throughout the school in high-traffic areas. Sponsors at higher tiers are recognized during school events and athletic gatherings, giving your business additional spotlight moments.



HOW DOES IT WORK?

The business directory is a fundraiser for Franklin Classical School. When you advertise your business in print and online to our community you are supporting our school. The business directory includes parent owned businesses from Franklin Classical School as well as the Comenius School, in addition to local businesses that wish to support our effort and align with our values. Business directories will be distributed at the participating Franklin business offices for display in waiting rooms. Your business will be listed on the FCS website business directory page, with easy search access.

- The directory will be distributed to all the new families during the onboarding process.
- Directories will be left on the tables and other places throughout the school.
- Announcements during sporting events or gatherings will be made for sponsors of higher tiers.
- We work with local businesses who will have directories available in their offices.

ADVERTISING OPTIONS

2025 - 2026



RUBY LEVEL

\$10,000

- 2 FULL-PAGE CENTER SPREAD ADS (5" WIDE X 7.25" TALL) IN THE DIRECTORY
- FEATURED PROMINENTLY ON OUR SCHOOL WEBSITE AND ONLINE BUSINESS DIRECTORY
- FEATURED IN A "HEADMASTER HIGHLIGHT" VIDEO THAT GOES OUT TO THE ENTIRE FCS COMMUNITY
- ANNOUNCEMENTS AT FCS SPONSORED SPORTING EVENTS INCLUDING LEGACY COURTS WHICH BOASTS FOOT TRAFFIC OF 1,000 ATHLETES IN A SINGLE DAY.
- VIP MEET AND GREET FOR YOUR FAMILY WITH CAST MEMBERS FOR FCS STUDENT THEATER PRODUCTIONS. LET OUR THEATER DIRECTOR TELL YOU ABOUT WALK-ON ROLES AVAILABLE SHOULD YOU WANT YOUR STAR TO SHINE ON STAGE!
- YOUR LOGO DISPLAYED ON A ROTATING BASIS ON FCS SOCIAL MEDIA, OUR ATHLETIC WEBSITE AND ON SELECT THEATER PRODUCTION PROMOTIONS THAT HAVE WIDE REACH IN THE FRANKLIN COMMUNITY
- EXCLUSIVE INVITATION TO AN FCS BUSINESS LEADERS APPRECIATION EVENT
- RUBY ALLOWS THE BUSINESS TO GIVE AN ADDITIONAL \$2,500 (\$12,500 TOTAL) TO LEAVE A LASTING LEGACY OF YOUR SUPPORT WITH AN ENGRAVED MEMORIAL BENCH OR PICNIC TABLE ON OUR NEW CAMPUS



SAPPHIRE LEVEL

\$5,500 - \$7,500

- 2 FULL-PAGE ADS (5" WIDE X 7.25" TALL) IN THE DIRECTORY
- LARGE LOGO WILL BE DISPLAYED ON A BANNER AT FCS SPORTING EVENTS
- LOGO DISPLAYED ON ROTATING BASES AT FRIDAY ASSEMBLIES (KNIGHT CREW) AND SELECT SCHOOL WIDE EVENTS
- LUNCH WITH THE HEADMASTER - LEARN HOW HE STYLES HIS MUSTACHE AND TELL HIM A STORY OR TWO ABOUT YOURSELF IN A CASUAL LUNCH WITH TOM CARSON.
- YOUR BUSINESS FEATURED IN TWO SCHOOL-WIDE FCS WEEKLY COMMUNICATIONS (ONE IN SPRING AND ONE IN FALL)
- ABILITY TO BE INCLUDED IN A 'MEET OUR SPONSOR' HEADMASTER HIGHLIGHT VIDEO
- BUSINESS FEATURED IN TWO FCS SOCIAL MEDIA POSTS (SPRING AND FALL)
- EXCLUSIVE INVITATION TO AN FCS BUSINESS LEADERS APPRECIATION EVENT



EMERALD LEVEL

\$2,550 - \$5,499

- FULL-PAGE AD (5" WIDE X 7.25" TALL) IN THE DIRECTORY
- LOGO DISPLAYED ON A BANNER AT FCS SPORTING EVENTS
- YOUR BUSINESS FEATURED IN ONE SCHOOL-WIDE FCS WEEKLY COMMUNICATION WITH THE ABILITY TO BE INCLUDED IN A 'MEET OUR SPONSOR' HEADMASTER HIGHLIGHT VIDEO
- BUSINESS FEATURED IN A SOCIAL MEDIA POSTS (SPRING)
- CUSTOM STUDENT ART AS A GIFT OF APPRECIATION



DIAMOND LEVEL

\$1,550 - \$2,549

- HALF-PAGE AD (5" WIDE X 3.5" TALL) IN THE DIRECTORY
- CUSTOM THANK YOU VIDEO FROM OUR STUDENTS



TOPAZ LEVEL

\$400 - \$1,549

- QUARTER-PAGE AD (5" WIDE X 1.58" TALL) IN THE DIRECTORY
- THANK YOU VIDEO FROM OUR STUDENTS

AD SIZES & FORMATS

2025 - 2026



HALF PAGE AD 3.5 X 5"

1050 x 1500 PX / 300 DPI

QUARTER PAGE AD 1.58 X 5"

474 x 1500 PX / 300 DPI

FULL PAGE AD 7.25 X 5"

2175 x 1500 PX / 300 DPI

The Business Directory is printed on a 8.5" x 5.5" Booklet