



# Bird Rock Foundation

PARTNERS IN EDUCATION

Be a Bird Rock Foundation Partner in Education!

2013-2014 SCHOOL YEAR

## BUSINESS SPONSORSHIP OPPORTUNITIES

- **EBLAST:** BRE's weekly Thursday eblasts are the school's main form of communication with parents. *Platinum* level package purchasers will have their business logo and link featured in the eblast for four weeks.
- **WEBSITE MARKETING:** Our foundation has its own website, [www.2013.birdrockfoundation.com](http://www.2013.birdrockfoundation.com). For an entire month, we will put your business logo and a link to your website on the home page of our website which will drive traffic to your website. This opportunity is exclusive to *Platinum* level sponsors.
- **STUDENT HANDBOOK AND DIRECTORY:** Published at the beginning of the school year, the Student Handbook and Directory is distributed to all 400+ families at Bird Rock Elementary. It contains information about the school and its policies as well as contact information for all families at the school. The Handbook/Directory is referred to throughout the year and offers exposure of your business to the entire BRE community for a full school year.  
*(print ready artwork deadline is September 20, 2013. Hi-res pdf, tiff, eps or jpeg format only)*
- **JUNIOR OLYMPICS:** More than 1,000 children from nine local schools have participated in the La Jolla Junior Olympics for the last 20 years. The event is hosted by the Kiwanis Club of La Jolla at La Jolla High School each May. Your logo on the back of the BRE Junior Olympic t-shirts worn by all to be viewed by 750+ La Jolla families at the annual Spring event at La Jolla High School's Edwards Stadium. Children from each school wear a distinct color t-shirt. Two sizes of logos will be displayed on the back of the t-shirt, depending on sponsorship level.  
*(print ready artwork deadline is April 1, 2014. Hi-res pdf, tiff, eps or jpeg format only)*
- **GALA & AUCTION PROGRAM:** Our largest fundraiser of the year is a Gala & Auction held in the Spring. We publish a program that is referred to by all Gala attendees and contains information about the evening's entertainment and auction items. Your full or half page ad will appear in this program distributed to the attendees prior to the event.
- **NEWSLETTER:** BRE's newsletter will be published two times next school year and distributed to all families at BRE. The newsletter will have a message from the principal, discuss upcoming events, update parents on the Foundation's fundraising efforts and offer other vital information about the school. Your business card size ad will be placed in both issues of the newsletter. This opportunity is exclusive to *Platinum* and *Gold* level sponsors.

# PACKAGES

**PLATINUM: \$1,700** (\$2,650 value • 35% savings) - ONLY 9 SPONSORSHIP SLOTS AVAILABLE!

- Directory/Handbook: full page ad (5" w x 8" h)
- Gala Program: full page ad (5" w x 8" h)
- Jr. Olympics t-shirt: large logo on back of shirt
- Business card size ad in each issue of our BRE newsletter, published two times a year
- Featured on Foundation's website for a full month: Company Logo and Link will be featured on the home page [www.2013.birdrockfoundation.com](http://www.2013.birdrockfoundation.com), driving traffic to your site!
- Featured in weekly eblasts for one month: Your business logo and link will be distributed to over 400 BRE families in the eblast on Thursdays (choice of month based on first to commit). May also include a short message.

**GOLD: \$1,000** (\$1,500 value • 33% savings)

- Directory/Handbook: half page ad (5" w x 4" h)
- Gala Program: half page ad (5" w x 4" h)
- Jr. Olympics t-shirt: small logo on back of shirt
- Business card size ad in each issue of our BRE newsletter, published two times a year

**SILVER: \$500** (\$600 value • 16% savings)

- Directory/Handbook: half page ad (5" w x 4" h)
- Gala Program: half page ad (5" w x 4" h)

## PACKAGES AT A GLANCE

	PLATINUM	GOLD	SILVER
STUDENT DIRECTORY & HANDBOOK	✓	✓	✓
GALA & AUCTION PROGRAM	✓	✓	✓
JR. OLYMPICS	✓	✓	
NEWSLETTER	✓	✓	
EBLAST & WEBSITE MARKETING	✓		

Bird Rock Foundation is a 501(C)3 non-profit organization separate from Bird Rock Elementary and the San Diego Unified School District, that supports fundraising at our school. All donations are tax deductible. Tax ID# 33-0103180

# 2013-2014 SCHOOL YEAR ADVERTISING

## SPONSORSHIP PARTICIPATION AGREEMENT

SPONSOR NAME:

AS YOU WOULD LIKE IT TO APPEAR IN ALL PUBLICATIONS AND SIGNAGE

COMPANY CONTACT:

TITLE:

ADDRESS:

CITY:

STATE:

ZIP:

WEBSITE:

EMAIL:

PHONE:

FAX:

SPONSOR SIGNATURE:

**YOUR EARLY RESPONSE IS GREATLY APPRECIATED. THANK YOU FOR YOUR SUPPORT!**

**Please check any of the following:**

### SPONSORSHIP LEVEL

PLATINUM : \$1,700

GOLD : \$1,000

SILVER : \$500

### A LA CARTE

FULL PAGE DIRECTORY AD : \$500

FULL PAGE GALA AD : \$500

1/2 PAGE DIRECTORY AD : \$300

1/2 PAGE GALA AD : \$300

1/3 PAGE DIRECTORY AD : \$100

**Please make checks payable to: Bird Rock Foundation**

PLEASE FAX OR EMAIL YOUR COMPLETED APPLICATION TO: **858.777.5611** or **jenniferwahl@me.com** or **amysclay@gmail.com**

SEND PAYMENTS TO: BRE - Attn: Jennifer Wahl • 5371 La Jolla Hermosa • La Jolla • CA • 92037

EMAIL ARTWORK TO: Sylvia DeMerchant: **sylvia@exitsf.com**

For additional information or questions please email: **jenniferwahl@me.com**