



BAYWOOD ELEMENTARY SCHOOL
600 ALAMEDA DE LAS PULGAS * SAN MATEO, CA 94402

Subject Line: Baywood Elementary School Auction 2019 - Corporate Sponsorship

Dear [*Corporate Sponsor*]:

Greetings from Baywood Elementary School! Once again, we are gearing up for our Annual Auction Fundraiser, "Studio 54", to be held on March 16, 2019. Our auction is one of only two fundraisers Baywood Elementary School holds each year and we rely greatly on these critical funds to continue many programs to enrich our students. We are hopeful we can count on your support.

Baywood Elementary School is a California Distinguished School with a community of over 570 families in San Mateo. Support from businesses like yours helps our community nurture "the whole child" through direct funding of services and programs designed to address ALL of the social, emotional, intellectual and physical needs of our students. Your generous support enables every student to benefit from essential services NOT covered by State funding such as our librarian, academic classroom aides, art, weekly technology instruction, learning intervention teachers, 4th & 5th grade electives, social & emotional learning program, reading specialists, Dream Lab, family math nights, science fair, school-wide talent show, literacy week, Arts & Science day, new library books, English language development program, and Playworks.

When you sponsor the auction, your organization will receive repeated targeted exposure to a local and appreciative audience. Your business will be:

- Recognized at the Auction event
- Showcased in the Auction program
- Showcased in the Live Auction presentation (for sponsors at the \$5,000 and \$2,500 level)
- Promoted in the Online Auction (for sponsors at the \$1,000 level and above)
- Featured on the Auction website
- Promoted in email communications to Baywood Elementary families
- Prominently displayed on a campus poster
- Promoted on our Baywood Auction Facebook page.

Our sponsorship deadline is **February 22**. However, the earlier we receive your sponsorship, the greater your exposure! Additionally, we will be offering corporate sponsorship logo exposure in this year's online auction opening February 27 for sponsors who contribute at the \$1,000 level and above and who submit their logo prior to **February 15**.



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CORPORATE SPONSORSHIP LEVELS

RECOGNITION		Disco Inferno	Hot Stuff	Dancing Queen	I Will Survive	Stayin' Alive
CATEGORY	TYPE	\$5,000	\$2,500	\$1,000	\$500	\$300
Auction Event	Event logo placement	X	X	X	X	
	Event name placement					X
Live Auction Presentation	Full Page – Color Diamond: Ad presented early in presentation	X				
	Full Page - B/W Gold: Ad presented following Diamond ads		X			
Auction Dinner Program	Full Page - Color Diamond location	X				
	Full Page - B/W Gold location		X			
	Half Page - B/W Silver location			X		
Online Auction*	Logo presented next to online auction items	X	X	X		
Auction Website	Logo	X	X	X	X	
	Name					X
Auction FB Page	Logo	X	X	X	X	
	Name					X
School Poster	Logo	X	X	X	X	
	Name					X
School Email Communication	Name & Website link	X	X	X	X	X

*Corporate sponsorship contribution and logo must be received by **February 15, 2019** to participate in online auction.

Contributions can be made directly at www.BaywoodAuction.org. For questions, please contact Brittany DePuy at 650.544.1403 or smithbn@yahoo.com. **Thank you from the Baywood community for your sponsorship of this critical fundraiser!**

Warm regards,

Brittany DePuy
 2019 Corporate Sponsorship Chair

The Baywood PTA is a 501(c)(3) non-profit organization; our Tax ID Number is 23-7017555. Your sponsorship is tax deductible to the extent allowable by law.