



2015-16 School Year

Dear Potential Sponsor:

Rowayton Elementary School is offering a consolidated corporate sponsorship program to provide businesses with an effective way to introduce themselves or stay connected to the Rowayton School community. We encourage you to consider participating! This package will outline the many ways your company can become involved, support and access Rowayton School families and parents.

Your support makes the educational enrichment programs for students and professional development for Rowayton teachers possible. We could not supplement library resources, purchase technology and introduce extra-curricular programs without our corporate sponsors.

Given your sponsorship, we will promote your business throughout the school year to the many families in our district and provide you with a tax-deductible way to support the school in your local community.

There are a number of corporate sponsorship levels so even the smallest of businesses can be involved. We encourage you to join at the level of commitment that is right for your company. Additionally, if you are still interested in offering our school auction items, gift certificates, promotional discounts, or a straight up cash donation, you can do that too! One form. One check. It's that simple.

The corporate sponsorship levels and forms are attached. If you have questions regarding this program, please email Mary Estrin at [mary.mull@yahoo.com](mailto:mary.mull@yahoo.com) or 917-991-5410. We thank you in advance and look forward to a mutually beneficial relationship between you and Rowayton Elementary School.

Sincerely,

Mary Estrin  
Corporate Sponsorship Chair  
Rowayton PTA



## ROWAYTON ELEMENTARY SCHOOL SPONSORSHIP LEVELS AND BENEFITS 2015-16

### DIAMOND

**\$5000+**

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**Rowayton School PTA Website:**

Year-long recognition on the PTA website "Corporate Sponsors" page with clickable link to your company

**Rowayton School Fall Walk-a-thon:**

Recognition as a top donor on T-shirts and materials associated with the Walkathon

**Rowayton School Fall Fundraiser:**

Recognition as a top donor at the Rowayton School Fall Fundraiser in October 2015

Four tickets to the Fall Fundraiser to distribute to local employees

**Rowayton School Spring Carnival:**

Food tent and Ride Sponsor at the Rowayton School Carnival in May 2016

Ten unlimited ride bracelets to the Carnival

Option to distribute marketing materials at the Carnival

**Rowayton School Directory:**

Half-page advertisement and recognition in the printed student directory

**School Wide Cheers:**

Recognition on our "thank you board" to be displayed in front of the school and at PTA events throughout the year

### PLATINUM

**\$1000+**

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**Rowayton School PTA Website:**

Year-long recognition on the PTA website "Corporate Sponsors" page with clickable link to your company

**Rowayton School Fall Walk-a-thon:**

Recognition as a top donor on T-shirts and materials associated with the Walkathon

**Rowayton School Fall Fundraiser:**

Recognition as a top donor at the Rowayton School Fall Fundraiser in October 2015

Two tickets to the Fall Fundraiser to distribute to local employees

**Rowayton School Spring Carnival:**

Ride Sponsor at the Rowayton School Carnival in May 2016

Four unlimited ride bracelets to the Carnival

Option to distribute marketing materials at the Carnival

**Rowayton School Directory:**

Half-page advertisement and recognition in the printed student directory

**School Wide Cheers:**

Recognition on our "thank you board" to be displayed in front of the school and at PTA events throughout the year

### GOLD

**\$750+**

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**Rowayton School PTA Website:**

Year-long recognition on the PTA website "Corporate Sponsors" page with clickable link to your company

**Rowayton School Fall Walk-a-thon:**

Recognition as a top donor on T-shirts and materials associated with the Walkathon

**Rowayton School Spring Carnival:**

Ride Sponsor at the Rowayton School Carnival in May 2016

Two unlimited ride bracelets to the Carnival

Option to distribute marketing materials at the Carnival

**Rowayton School Directory:**

Quarter-page advertisement and recognition in the printed student directory

**School Wide Cheers:**

Recognition on our "thank you board" displayed in front of the school and at PTA events throughout the year

**SILVER****\$500+**

**Rowayton School PTA Website:** Year-long recognition on the PTA website "Corporate Sponsors" page

**Rowayton School Spring Carnival:** Ride Sponsor at the Rowayton School Carnival

**Rowayton School Directory:** Quarter-page advertisement and recognition in the student directory.

**School Wide Cheers:** Recognition on our "thank you board" displayed in front of the school and at PTA events throughout the year

**BRONZE****\$100+**

**Rowayton School PTA Website:** Year-long recognition on the PTA website "Corporate Sponsors" page

**Rowayton School Directory:** Recognition in the printed student directory

**School Wide Cheers:** Recognition on our "thank you board" displayed in front of the school and at PTA events throughout the year

### ADDITIONAL WAYS TO SPONSOR (Must be Corporate Sponsor to participate)

**VENDOR – PARENT OR STUDENT EVENTS****\$200 each**

Provides table and two chairs for participating business to promote themselves at one of the various family and student events during the school year. Event opportunities include: **Ice Cream Social, Movie Night, Heritage Dinner and Bingo Night**

### ADDITIONAL WAYS TO DONATE (Does not require Corporate Sponsorship)

**CATERING DONOR****FREE**

To provide healthy snacks, lunches or beverages for one or more of the various Rowayton School events throughout the year. Events include: Welcome Back Ice Cream Social, Movie Night, Teacher Appreciation Week, Staff Appreciation Night, CMT testing morning snacks, 5<sup>th</sup> Grade Graduation.

**SILENT AUCTION DONATION****FREE**

Merchandise, gift baskets, services or gift certificates provided for Parent Fall Fundraiser

**DISCOUNTS FOR ROWAYTON PARENT PTA MEMBERS****FREE**

Offered to parents as a perk to their Rowayton PTA membership. Valid when card is shown at purchase for the 2015-16 school year.



## 2015-16 Corporate Sponsorship Form

TAX EXEMPT ORGANIZATION FEDERAL ID#: 06-0994158

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Type of Business\*: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

\* To be used for Corporate Directory

☐ Please check here if a parent of a Rowayton School student owns this business or is a corporate officer.

### PLEASE CHECK ALL THAT APPLY:

#### Corporate Sponsorship Levels:

- |                                   |          |          |
|-----------------------------------|----------|----------|
| <input type="checkbox"/> Diamond  | \$ 5000+ | \$ _____ |
| <input type="checkbox"/> Platinum | \$ 1000+ | \$ _____ |
| <input type="checkbox"/> Gold     | \$ 750+  | \$ _____ |
| <input type="checkbox"/> Silver   | \$ 500+  | \$ _____ |
| <input type="checkbox"/> Bronze   | \$ 100+  | \$ _____ |

#### Corporate Sponsor Add-Ons:

(Must be Corporate Sponsor to Participate)

☐ Vendor – Parent or Student Event      \$200 ea. # Events: \_\_\_\_\_      \$ \_\_\_\_\_

- ☐ Bingo Night                      ☐ Movie Night                      ☐ Heritage Dinner

☐ Catering Donor                      FREE      # Events: \_\_\_\_\_      \$ \_\_\_\_n/a\_\_

- |   |   |  |
|---|---|--|
| <input type="radio"/> Kindergarten Ice Cream Social | <input type="radio"/> Teacher Appreciation Week | <input type="radio"/> CMT testing morning snacks       |
| <input type="radio"/> Movie Night                   | <input type="radio"/> Staff Appreciation Night  | <input type="radio"/> 5 <sup>th</sup> Grade Graduation |



## 2015-16 Corporate Sponsorship Form *Cont'd*

TAX EXEMPT ORGANIZATION FEDERAL ID#: 06-0994158

### Additional Add-Ons:

(Does Not Require Corporate Sponsorship)

☐ Silent Auction Donation FREE \$ \_\_n/a\_\_

Details: \_\_\_\_\_

Value: \$ \_\_\_\_\_ Exp. Date: \_\_\_\_\_

☐ Retail Discount for Rowayton Parent PTA Members  
FREE \$ \_\_n/a\_\_

Details: \_\_\_\_\_

Percentage Discount: \_\_\_\_\_ Value: \$ \_\_\_\_\_ Exp. Date: \_\_\_\_\_

☐ Additional Cash Donation \$ \_\_\_\_\_

### Total Sponsorship Value:

Please add all sponsorship items together \$ \_\_\_\_\_

\_\_\_\_\_  
Company Representative Signature:

\_\_\_\_\_  
Date:

Please make check payable to **ROWAYTON PTA** and mail form and payment to: Rowayton PTA, Corporate Sponsorship Program, Rowayton Elementary School, 1 Roton Avenue, Rowayton, CT, 06853

Rowayton School is not responsible for the design or printing of any company promotional material being distributed at vendor booths or events. All company material will be developed by each company and provided to Rowayton Elementary School within the deadlines provided by Rowayton Elementary School. All promotions are required to be child and age appropriate. Rowayton Elementary School reserves the right to refuse promotional merchandise or documentation that is deemed inappropriate, misleading or not in the best interest of its students.