



Dear Community Member,

For more than twenty years, the Montessori de Terra Linda community has been bringing its parents and friends together for its highly successful FUNdraising events. This year, MdTL is celebrating its 22nd Anniversary of its Annual Auction! Our auction commences with the launch of an Online Auction three weeks prior to the Live Auction event, which will be held in Novato at the Marin Country Club on Saturday, March 22nd, 2014.

We would like to give your business the opportunity to bring its name before this group of well-connected, local parents, and supporters as a corporate sponsor.

As a corporate sponsor, you will receive numerous benefits:

- ❖ Targeted exposure to over 250 local parents, grandparents, and friends, who are eager to reward businesses that support our school with their patronage.
- ❖ The ability to reach thousands of potential customers through branding on our Online Auction website for up to ONE FULL YEAR and/or at our Live Event
- ❖ Perhaps most important, the gratification you will receive knowing your company's financial support has a direct impact on the quality of education available to the children of our community.

Please consider partnering with us by sponsoring the 2014 Montessori de Terra Linda FUNdraising Auction. Help make this a successful and memorable event that showcases our community's support of education that awakens each child's full and unique potential.

Please review the enclosed list of sponsorship opportunities to find the one that best fits the needs and abilities of your business. MdTL will work with you to make sure that you receive exposure and recognition commensurate with your contribution. We are at your service to answer any further questions you may have about this event.

Thank you for your consideration.

Sincerely,

Two handwritten signatures in black ink. The first signature appears to be "Diane Mend" and the second is a stylized signature, possibly "Dana".

The 2014 MdTL Auction Chairs



MdTL 22nd AUCTION SPONSORSHIP OPPORTUNITIES

\$10,000 & above *DIAMOND LEVEL*

- Logo recognition on all event materials and Online Auction webpage
- Formal recognition and full-page advertisement in event program/catalog
- Your company flyer/card insertions in Live Event packets distributed to attendees on the day of the Live Auction Event
- Your customized logo/message featured on every bidder card
- Recognition on MdTL website as Corporate Sponsor for one year, including link to your website
- Corporate banner displayed prominently at event
- Eight Premiere Admission tickets to the event, including reserved table with VIP seating

\$5,000 - \$9,999 *PLATINUM LEVEL*

- Logo recognition on all event materials and Online Auction webpage
- Formal recognition and half-page advertisement in event program/catalog
- Recognition on MdTL website as a Corporate Sponsor for six months, including a link to your website
- Corporate banner displayed prominently at event
- Four Premiere Admission tickets to the event with VIP seating

\$2,500 - \$4,999 *GOLD LEVEL*

- Logo recognition on select event materials and the Online Auction webpage
- Formal recognition in event program/catalog
- Recognition on MdTL website as a Patron Sponsor for three months, including a link to your website
- Two Premiere Admission tickets to the event with VIP seating

\$1,000 - \$2,499 *SILVER LEVEL*

- Logo recognition on Online Auction webpage
- Formal recognition in event program/catalog
- Recognition on MdTL website as Prime Sponsor for one month, including a link to your website
- Two Premiere Admission tickets to the event

\$500 - \$999 *BRONZE LEVEL*

- Logo recognition on Online Auction webpage
- Formal recognition in event program/catalog
- One Premiere Admission ticket to the event

\$250 - \$499 *NICKEL LEVEL*

- Logo recognition on Online Auction webpage
- Formal recognition in event program/catalog

UNDERWRITING OPPORTUNITIES: You can also specify where your donation(s) can be used:

- \$200 - \$1,400 Classroom project (\$200 cost per class - 7 classrooms total)
- \$500 - \$1,500 Design & Production
- \$500 - \$1,000 Printing Materials
- \$500 - \$1,000 Decorations
- \$500 - \$1,000 Entertainment



SPONSORSHIP & ADVERTISING AGREEMENT

Business/Individual Donor Name: _____

Address/City/State/Zip: _____

Contact Person/Title: _____

Phone: _____ Email: _____

Date of Form: _____ Sponsorship/Advertisement for Auction Year (specify which school year): _____

Authorized Signature: _____

SPONSORSHIP AGREEMENT

Total Amount Donating \$_____ (please fill in total amount and check level below)

Sponsorship Levels:

☐ \$10,000+ (Diamond)

☐ \$5,000 - \$9,999 (Platinum)

☐ \$2,500 - \$4,999 (Gold)

☐ \$1,000 - \$2,499 (Silver)

☐ \$500 - \$999 (Bronze)

☐ \$250 - \$499 (Nickel)

Underwriting Opportunities: You can also specify where your donation(s) can be used

Total Amount Donating \$_____ (please fill in total amount and check sponsorship level above)

☐ \$200 - \$1,400 - Classroom project (\$200 cost per class - 7 classrooms total)

☐ \$500 - \$1,000 - Printing Materials

☐ \$500 - \$1,000 - Decorations

☐ \$500 - \$1,000 - Entertainment

☐ \$500 - \$2,500 - Design & Production

ADVERTISING RATES

Catalog: pages are 4.5" x 7.5" per full page (black & white ONLY)

☐ \$150 quarter-page (business card) (3.5" w x 2" h) ☐ \$250 half-page (4.5" w x 3.75" h) ☐ \$500 full-page (4.5" w x 7.5" h)

Instruction(s): Please submit your ads in PDF format on a CD or electronically via email to Kate Ferini at kate@mdtl.org. Although we will also accept camera-ready artwork, please be advised that a catalog image submitted in this manner will be of a lower quality than electronically submitted artwork.

Insertions: included in Live Event packets distributed to attendees on the day of the Live Auction Event

☐ \$200 includes 150-200 inserts (flyers/inserts provided by merchant)

Instruction(s): Please send you flyers/inserts to the address list below.

PAYMENT in full is due with signed Sponsorship/Advertising Agreement

☐ Enclosed is my check (make check payable to Montessori de Terra Linda)

☐ Please charge my credit card (info below):

Card Number: _____ Expiration Date: _____ Card Security Code: _____

Name as it appears on card: _____ Signature: _____

Thank you for your donation and support of Montessori de Terra Linda, a non-profit 501(c)(3) organization. Federal Tax ID# 68-0360702. Your charitable contribution is tax deductible to the fullest extent of the law. For any questions, please call (415) 479-7373 or forward an email to Kate Ferini at kate@mdtl.org.

Please return completed form to the front office at Montessori de Terra Linda, or via email to kate@mdtl.com, or by mail to:

MdTL Annual Auction, Attn: Kate Ferini

610 Del Ganado Road, San Rafael, CA 94903