



OTTER BASH 2020 SPONSORSHIP OPPORTUNITIES

ABOUT MONTCLAIR ELEMENTARY

Montclair Elementary School (MES) is regarded as one of the best schools, public or private, in Oakland. In 2015, MES was awarded the prestigious Blue Ribbon Schools Award by the U.S. Department of Education. This honor recognized 335 schools nationwide based on their overall academic excellence or their progress in closing achievement gaps among student subgroups. The schools represent public and non-public elementary, middle and high schools, including traditional, charter, magnet schools, parochial and independent schools. MES is the only Oakland Unified elementary school among the 2015 recipients! The school also has been recognized as a California Distinguished School since 2010. Only 3% of all California schools receive this prestigious recognition. With consistently high test scores placing the school in the top 2% of all ranked public schools in the state and a well-rounded program that fosters both social and academic growth all while providing a fun, diverse, and enriching environment for the over 600 children who attend, MES truly is one of the shining stars of the Oakland Unified School district.

THE EVENT

Every year, Montclair Elementary School PTA holds a fantastic Live Auction fundraiser: the Otter Bash is our festive spring, adults-only party, which will be held on February 22nd at the Sequoyah Country Club in Oakland. The funds that we raise from the event support the PTA enrichment and community programs, including library, computer instruction, art, music, gardening, family science night, field trips, and much more. This event would not be possible without the generous donations and sponsorships from organizations and businesses like yours.

SPONSORSHIP

Becoming a MES Sponsor helps increase the quality of the education our children receive while giving you and your business the opportunity to show your support for our local schools. There are over 630 children attending Montclair Elementary. Otter Bash sponsors gain exclusive, direct exposure to thousands of current and prospective customers, many of whom already shop in Montclair Village before and after school. Sponsorship is a cost efficient, tax-deductible, and targeted way to build awareness of your business and/or offer specific promotions.



SPONSORSHIP LEVELS AND BENEFITS

Presenting Sponsor: **\$5000**

- Exclusive listings as Presenting Sponsor (e.g. 2020 Otter Bash Presented by...) in school and community press releases, promotions, banners, parent information kits, webpages, and event advertising pre- and post-event;
- Podium recognition as Presenting Sponsor during live auction;
- Dominant placement of company logo on event website splash page, thank you banners displayed during and after event(s), flyers and community posters, and on thank you webpage with links to your website;
- Otter Bash Presenting Sponsor receives four tickets to the adults-only gala event.

Premium Sponsor: **\$3,000**

- Podium recognition as Premium Sponsor during live auction.
- Exclusive listing as Premium Sponsor in school and community press releases, promotions, parent information kits, webpages, and event advertising pre- and post-event.
- Prominent placement of company logo on event website splash page, thank you banners displayed during and post event(s), flyers and community posters, and on thank you webpage with links to your website.
- Otter Bash Premium Sponsor receives two tickets to the adults-only gala event.

Platinum Sponsor: **\$2,000**

- Named sponsor of one of the many events and amenities enjoyed by attendees;
- Choose from: 1) Live Auction, 2) Welcome Champagne, 2) Fund a Need;
- Signage at item/amenity sponsored;
- Listing as Platinum Sponsor in school and community press releases, promotions, parent information kits, webpages, and event advertising pre- and post-event;
- Top Tier placement of company logo on event website splash page, thank you banners displayed during and after event, flyers and community wide posters, and on thank you webpage with links to your site;
- Otter Bash Platinum Sponsors receive two tickets to the adults-only gala event.

Gold Sponsor: **\$1,000**

- Named sponsor of tickets for teachers to attend the gala for one entire grade level
- Listing as Gold Sponsor in school and community press releases, promotions, parent information kits, webpages, and event advertising pre- and post-event.
- Second Tier placement of company logo on event website splash page, thank you banners displayed during and post-event(s), flyers and community wide posters, and a thank you webpage with links to your website.

In-kind donations:

Donated goods & services are welcomed! They are calculated at half the estimated value and donors receive the following additional benefits:

- Recognition in school and community press releases, webpages, and event advertising pre- and post-event.



- Placement of company logo on event website splash page, thank you banners, and on thank you webpage with links back to your website.
- *Note, auction item donations do not qualify as kind donations.

Advertising:

Advertising opportunities are offered for the Otter Bash catalog as follows:

- Full Page Ad (7.5 x 10) \$800
- Half Page Ad (7.5 x 5) \$600
- Quarter Page Ad (3.75 x 5) \$400
- Business Card Ad (3.75 x 2.3) \$250
- Online only \$150

PAYMENT FORM

To become a sponsor/in-kind donor/advertiser:

- 1) email a digital copy of your logo AND your ad created to the specs specified, and
- 2) return this form completed with your donation to the Montclair Elementary School office, or submit by email. Please email PTA-VP-fundraising@montclairschool.com

SPONSORSHIP OPPORTUNITITES

- Presenting Sponsor \$5,000
- Premium Sponsor \$3,000
- Platinum Sponsor \$2,000
- Gold Sponsor \$1,000

Please write in below the event/amenity you would like to sponsor. If your sponsorship includes complimentary tickets, please let us know who will be attending. For Platinum/Gold sponsors, please indicate preferred event activity or teacher grade level.

Event/Amenity	Preferred sponsored activity (in order of preference)

IN-KIND DONATIONS

Please write in below the item or service and the estimated value that you would like to donate.

**Note, auction item donations do not qualify as in-kind donations. In kind contributions are calculated at half the estimated value.*

Item	Estimated value



ADVERTISING

Advertising opportunities are offered for the Otter Bash as follows:

4x6 ft. Banner at Event and School	\$500
2x3 ft. Banner at Event and School	\$300
Website and online auction only	\$100

CHECK PAYMENT

Please complete the section below and return it with check payment by **February 14, 2020**.

Make checks to: Montclair Elementary School PTA

Company Name: _____ Contact Name: _____

Address: _____ City: _____ State: ____ Zip: _____

Phone/Fax #: _____ Email/Website: _____