

Boot Scootin'
HYER

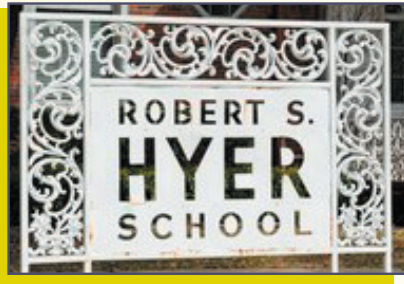


LONESTAR LEGACY,
DEEP IN THE HEART OF TEXAS

HYER ELEMENTARY PTA
CORPORATE SPONSORSHIP OPPORTUNITIES

2025 ★ 2026

SUPPORTING HYER



Dear Friend of Hyer,

Our year of Homerun Hyer knocked it out of the park! As we round 3rd base and are approaching a new year, we hope you will come alongside us as a corporate sponsor! Boot Scootin' Hyer is sure to be a rootin' tootin' good time!



WHY DOES HYER NEED THE SUPPORT OF COMMUNITY BUSINESSES LIKE YOU?

Almost 70% of HPISD tax dollars are recaptured by the state of Texas and redistributed to lower income districts each year. HPISD is left with a \$7 - \$8 million gap in funding, with fewer funds per student as compared to neighboring districts that are not subject to recapture. As a result, the Hyer Parent Teacher Association (PTA) must rely on family contributions and corporate backing to help bridge the funding gap so that Hyer can continue its long-standing tradition of providing unique academic opportunities and exceptional programs to our students.



WHAT DOES YOUR SUPPORT HELP FUND?

For the school year, *Hyer seeks to raise at least \$650,000* through family contributions and community business partnerships. With your financial support, the PTA can provide:

- Teacher & instructional aide salaries
- Curriculum initiatives such as a Spanish Program, STEM (Science, Technology, Engineering, and Mathematics) and an outdoor Learning Garden
- Teacher and staff professional development and graduate degrees
- All technology needs: including equipment upgrades and replacements and software subscriptions
- Compensation for substitute teachers
- Classroom and teacher workroom supplies
- General operating expenses, including copier and printer leases, toner, printing supplies, cleaning supplies, website, and online directory
- Teacher appreciation efforts
- Hyer's Learning Garden
- Parent education opportunities
- Numerous exciting events for children, parents and grandparents (Carnival, Auction, Family events, Bike Rodeo, Moms' Night, All School Book Club, Read on Hyer, Grandfriends Day, Open House, etc.)



Any funds raised beyond our \$650,000 goal will go directly toward fulfilling special requests from our dedicated staff—providing everything from curriculum enhancements and classroom library books to new playground equipment, STEM resources, and art materials.

Becoming a corporate sponsor gives your business the opportunity to support Hyer Elementary through a variety of events and initiatives throughout the school year. Not only does your sponsorship make a meaningful impact at our school, but it also helps your brand build strong connections with over 350 families and 450 students—embedding your business into the fabric of our community.

If your company would like to be part of our 2025-2026 sponsor family, please complete the forms included below. Local businesses like yours are what make our community thrive, and we truly appreciate your support. We look forward to partnering with you!

Warm regards,

Ellen Kershaw

PTA President
(214) 906-3333
EllenKershaw1@gmail.com

Catherine McGuire

Corporate Solicitations Chair
(512) 771-1510
Catherine.McGuire@compass.com

Amanda Robertson

PTA Ways & Means Officer
(214) 577- 9882
RobertsonAmandaF@gmail.com



HYER AUCTION

NOVEMBER 7, 2025 ★ MARIE GABRIELLE

SADDLE UP FOR A NIGHT OF FUN & FUNDRAISING!

Join us in supporting Hyer's biggest event of the year! With a Western twist and 90s country flair, our annual auction brings together families, staff, and community members to raise vital funds for school programs. We invite you to become a sponsor and make a big impact while gaining valuable exposure. Y'all are the reason this rodeo rides on!

\$15,000

EXCLUSIVE:
1 AVAILABLE

- Top logo placement on all event materials
- Logo on auction website
 - Social media spotlight
- Logo featured on school sign during the week of auction
- Prominent signage at entrance, stage, and bar/food areas
 - Logo included in event slideshow/video
- Early access to Silent Auction

10 Auction tickets
10 Wristbands to VIP lounge
(private bar & seating)

HONKY TONK HEROES

\$10,000

3 SPONSORSHIPS
AVAILABLE

CHOOSE ONE OF THE
FOLLOWING SPONSORSHIP
RECOGNITIONS:

- Band Sponsor
(1 available)
- Silent Auction Sponsor
(1 available)
- Venue Sponsor
(1 available)

- Secondary logo placement on all event materials
- Logo on auction website; social media shoutout
- Secondary placement of logo on school sign during the week of auction

8 Auction tickets
8 Wristbands to VIP lounge
(private bar & seating)

FRIENDS IN HIGH PLACES



\$7,500

4 SPONSORSHIPS
AVAILABLE

CHOOSE ONE OF THE
FOLLOWING SPONSORSHIP
RECOGNITIONS:

- VIP Lounge Sponsor
(1 available)
- Raffle Sponsor
(1 available)
- Jail Sponsor
(1 available)
- Vendor/Pop-up Sponsor
(1 available)

- Recognition on auction program and website
- Event signage, and social media

6 Auction tickets
2 Wristbands to VIP lounge
(private bar & seating)

BOOT SCOOTIN' BOOSTERS

HYER AUCTION

NOVEMBER 7, 2025 ★ MARIE GABRIELLE

\$5,000

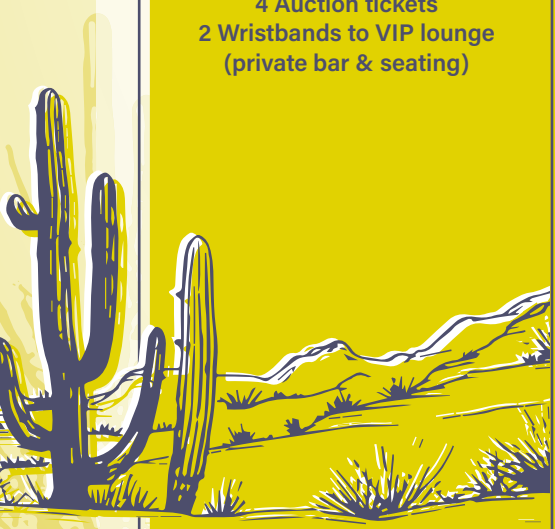
5 SPONSORSHIPS
AVAILABLE

CHOOSE ONE OF THE
FOLLOWING SPONSORSHIP
RECOGNITIONS:

- Late-night DJ Sponsor
(1 available)
- Dance Floor Sponsor
(1 available)
- Dinner Sponsor
(1 available)
- Dessert Sponsor
(1 available)
- Technology & Lighting Sponsor
(1 available)

Recognition in auction program
and website, event signage, and
social media

4 Auction tickets
2 Wristbands to VIP lounge
(private bar & seating)



CHATTAHOOCHEE CHAMPS

\$2,500

19 SPONSORSHIPS
AVAILABLE

CHOOSE ONE OF THE
FOLLOWING SPONSORSHIP
RECOGNITIONS:

- Bid Paddle Sponsor
(1 available)
- Kid Art Sponsor (1 available)
- Koozie Sponsor (1 available)
- Teacher Appreciation Sponsor
(1 available)
- Cocktail Napkin Sponsor
(1 available)
- Valet Sponsor (1 available)
- Centerpiece Sponsor
(1 available)
- Step & Repeat Sponsor
(2 available)
- Late Night Snack Sponsor
(2 available)
- Check-in Sponsor
(3 available — 1 at each table)
- Online Technology Sponsor
(1 available)
- Specialty Cocktail Sponsor
(1 available)
- Party Favor Sponsor
(1 available)

Recognition in auction program
and website, event signage, and
social media

4 Auction tickets

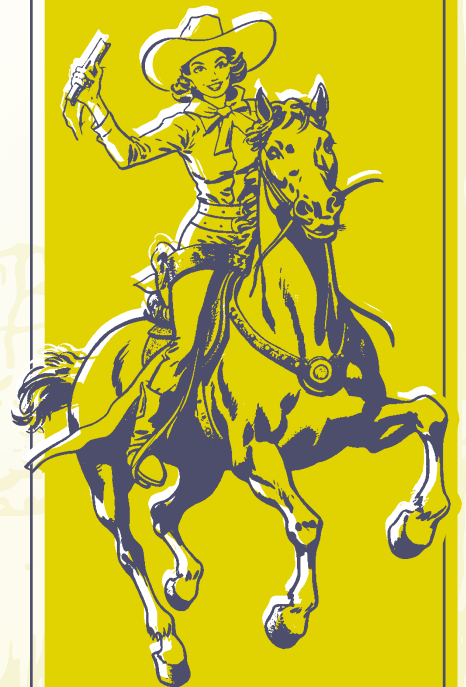
ACHY BREAKY BACKERS

\$1,000

UNLIMITED
SPONSORSHIPS
AVAILABLE

Recognition in auction
program and event signage

2 Auction tickets



STRAWBERRY WINE
SUPPORTERS



SAFETY WEEK



Bike Rodeo

OCTOBER 6-10 ★ 2025

SAFETY WEEK IS A LONG STANDING, FAVORITE EVENT FOR OUR HYER COMMUNITY. It includes educational activities that will teach students about multiple aspects of safety police, fire, stranger danger, bike safety, etc. Safety Week will culminate in an actual bike safety course for students, an exciting end to the week when parents come to cheer on their kids. Students will receive an official safety permit to hang on their bikes, indicating that they have proven themselves able to safely navigate roads and sidewalks! Our sponsorship opportunities would give your business great exposure to our Hyer families, while also allowing the Hyer PTA to do this exciting event for our kids.

\$5,000

TITLE SPONSOR EXCLUSIVE

- Business Logo exclusively displayed as Title Sponsor on banner in front of the school
- Business Logo with LARGEST placement on t-shirt given to students, teachers, & parent volunteers
- Title Sponsor Recognition by Bike Rodeo Event DJ (3X)
- Title Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
- Title Sponsor Recognition in SAFETY WEEK materials sent home to all families

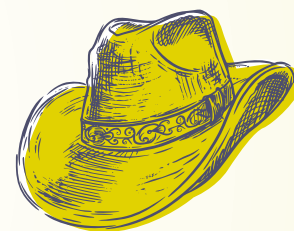
RODEO BULL RIDING SPONSOR

\$2,500

2 SPONSORSHIPS AVAILABLE

- CHOOSE ONE OF THE FOLLOWING SPONSORSHIP RECOGNITIONS:
- **Bicycle Accessory Sponsor** - Business Logo exclusively on a bike accessory for every student (1 available)
 - **Safety Permit Bike Tag Sponsor** - business logo on bike tag for student's bike (1 available)
 - Business Logo with PROMINENT placement on t-Shirt given to students, teachers & parent volunteers
 - Sponsor recognition by Bike Rodeo Event DJ (1X)
 - Prominent Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
 - Prominent Sponsor Recognition in SAFETY WEEK materials sent home to all families

RODEO TEAM ROPING SPONSOR



\$1,000

UNLIMITED

- Business Logo placement on t-shirt given to every student, teacher & parent volunteer
- Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
- Sponsor Recognition in SAFETY WEEK materials sent home to all families

RODEO BARREL RACING SPONSOR



READ ON HYER



FEBRUARY 4-11 ★ 2026

READ ON HYER IS A HIGHLIGHT OF THE SCHOOL YEAR FOR OUR KIDS!

This beloved fundraiser, created and developed by the Hyer PTA, has two primary goals: to foster a love of reading in our children, and to raise necessary funds to support our amazing school. Students obtain pledges for their reading during the event, and earn rewards based on both their reading minutes and their own fundraising efforts. These exciting rewards include prizes, celebration parties and special reading events! All sponsorships directly benefit our students and encourage a love of reading in our next generation!

\$5,000

TITLE SPONSOR EXCLUSIVE

Business Logo with
LARGEST placement on:

- Banner in front of school
(Exclusively listed as
Title Sponsor)
- Website & electronic
communication – for
multiple weeks
- Printed brochure
FRONT PAGE

Opportunity to include
promotional item in
SWAG bag for VIP
level student readers

HARDBACK SPONSOR

\$2,500

UNLIMITED SPONSORSHIPS AVAILABLE

Business Logo with
PROMINENT placement on:

- Banner in front of school
- Website & electronic
communication – for
multiple weeks
- Printed brochure

Opportunity to include
promotional item in
SWAG bag for VIP
level student readers

PAPERBACK SPONSOR



\$500

UNLIMITED SPONSORSHIPS AVAILABLE

- Business Logo displayed on
website & electronic
communication
- Business Logo included
in printed brochure

NEWSPAPER SPONSOR



HYER CARNIVAL



MARCH 28 ★ 2026



\$5,000

TITLE SPONSOR EXCLUSIVE

- Business Logo with LARGEST placement on reusable bag given to all students/staff
 - Business Logo on Carnival wristband
 - Title Sponsor Recognition on welcome banner at front of school
 - Title Sponsor Recognition by Carnival DJ (3x)
 - Title Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
- 4 Carnival game wristbands



FERRIS WHEEL SPONSOR

THIS FUN FILLED ANNUAL EVENT IS A FAVORITE AMONG OUR HYER FAMILIES AND EXTENDED COMMUNITY.

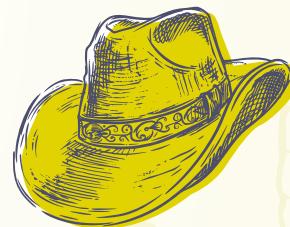
Students love the midway atmosphere including games, rides, inflatables, music, prizes, carnival store, dunk tank and more! We are excited to offer a variety of sponsorship opportunities for this year's carnival to businesses in our community. The three sponsorship levels each provide considerable community visibility in addition to other outstanding benefits. We invite you to consider a Hyer Carnival Sponsorship and look forward to partnering with you on an exciting event!

\$2,500

3 SPONSORSHIPS AVAILABLE

CHOOSE ONE OF THE FOLLOWING SPONSORSHIP RECOGNITIONS:

- Business Logo with PROMINENT placement on reusable bag given to all students/staff
 - Sponsor recognition prominently located on welcome banner at front of school
 - Title Sponsor Recognition by Carnival DJ (1x)
 - Prominent Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
- 2 Carnival game wristbands



\$1,000

UNLIMITED

- Sponsor Recognition (business or family name) displayed on signage at individual game
- Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)

NAME THAT GAME SPONSOR

MORE SPONSORSHIP OPPORTUNITIES



FENCE BANNER SPONSOR

\$10,000

2025 - 2026 School Year - 4 Available

- Display your business logo on a LARGE banner hung on Caruth Blvd for the entire year; visible from the street, carpool line, etc. These highly coveted spots will go quick!
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



GARDEN SPONSOR

\$10,000

2025 - 2026 School Year - 1 Available

- Display your business logo on a LARGE sign in front of the Hyer Garden for the entire year visible from street
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



YARD SIGN SPONSOR

\$5,000

2025 - 2026 School Year - 1 Available

- Your business logo printed on yard signs given through family underwriting benefits and placed in yards to display
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



SPIRIT SHIRT SPONSOR

\$5,000

2025 - 2026 School Year - 1 Available

- Your business logo featured on t-shirt given to ALL students and staff, worn many times throughout the year
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



ALL SCHOOL BOOK CLUB

\$5,000

January 12 - 30, 2026 - 1 Available

- Business Logo displayed on banner in front of school
- Business Logo on sticker placed on each book provided to all teachers and families
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



ONLINE DIRECTORY

\$3,500

2025 - 2026 School Year - 1 Available

- Business Logo exclusively featured in the background of the Directory Spot app
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



WEBSITE

\$3,500

2025 - 2026 School Year - 1 Available

- Business Logo prominently displayed on banner on Hyer PTA website for duration of year
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



PARENT SPEAKER SERIES

\$2,500

2025 - 2026 School Year - 1 Available

- Business Logo displayed on banner in front of Hyer for each of the Parent speaker series - two total
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



MORE SPONSORSHIP OPPORTUNITIES



TEACHER & STAFF APPRECIATION: STOCK THE LOUNGE

\$2,500

2025 - 2026 School Year - 1 Available

Supply Hyer teachers and staff with snacks and drinks for the year!

- Business Logo displayed on banner in teacher lounge
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



TEACHER & STAFF APPRECIATION: LUNCH SPONSOR

\$1,000

2025 - 2026 School Year - 9 Available

Pick up the tab for a single monthly lunch for our teachers and staff!!

- Business Logo displayed on banner in teacher lounge and at one monthly luncheon
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



BACK TO SCHOOL

\$2,500

August 13, 2025 - 1 Available

- Business Logo displayed on welcome banner in front of Hyer on first week of school
- Sponsor recognition signage located in photo op in front of school
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



MOM'S NIGHT OUT

\$2,500

September 18, 2025 - 1 Available

- Business Logo displayed on banner in front of Hyer prior to event
- Sponsor recognition at event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



FAMILY EVENT: TURKEY TROT SPONSOR

\$2,500

November 15, 2025 - 1 Available

- Business Logo displayed on banner in front of Hyer prior to event
- Sponsor recognition at event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



MOTHER/SON EVENT SPONSOR

\$2,500

February 18, 2026 - 1 Available

- Business Logo displayed on banner in front of Hyer prior to event
- Sponsor recognition at event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



GRANDFRIENDS DAY SPONSOR

\$2,500

March 2, 2026 - 1 Available

- Business Logo displayed on banner in front of Hyer prior to event
- Business Logo displayed on sign-in and food/water tables throughout the school
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



OPEN HOUSE SPONSOR

\$2,500

March 3, 2026 - 1 Available

- Business Logo displayed on banner in front of school prior to event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



FIELD DAY SPONSOR

\$2,500

May 15, 2026 - 1 Available

- Business Logo displayed on banner in front of school prior to event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families





SUPPORT HYER



Please select the event(s) and level at which you wish to participate. Please read specific descriptions of sponsorship benefits on previous pages. Kindly respond by Friday, August 15.

FENCE BANNER SPONSOR

2025-2026 School Year

____ \$10,000: Fence Banner Sponsor
(4 available)

AUCTION: HYER HONKY TONK

November 7, 2025

\$15,000: Honky Tonk Heroes

____ Presenting Sponsor (Exclusive)

\$7,500: Boot Scootin' Boosters
(check one)

____ VIP Lounge Sponsor

____ Raffle Sponsor

____ Jail Sponsor

____ Vendor/Pop-Up Sponsor

\$5,000: Chattahoochee Champs
(check one)

____ Late-night DJ Sponsor

____ Dance floor Sponsor

____ Dinner Sponsor

____ Dessert Sponsor

____ Technology & Lighting Sponsor

\$2,500: Achy Breaky Backers
(check one)

____ Bid Paddle Sponsor

____ Kid Art Sponsor

____ Koozie Sponsor

____ Teacher Appreciation Sponsor

____ Cocktail Napkin Sponsor

____ Valet Sponsor

____ Centerpiece Sponsor

____ Step & Repeat Sponsor

____ Late Night Snack Sponsor

____ Check-In Sponsor

____ Online Technology Sponsor

____ Specialty Cocktail Sponsor

____ Party Favor Sponsor

\$1,000: Strawberry Wine Sponsor
____ Sponsor (Unlimited)

SAFETY WEEK: BIKE RODEO

October 6-10, 2025

\$5,000: Rodeo Bull Riding
____ Title Sponsor (Exclusive)

\$2,500: Rodeo Team Roping
____ Bike Accessory Sponsor
____ Safety Permit Bike Tag Sponsor

\$1,000: Rodeo Barrel Racing
____ Sponsor (Unlimited)

READ ON HYER

February 4-11, 2026

\$5,000: Hardback Book
____ Title Sponsor (Exclusive)

\$2,500: Paperback Book
____ Sponsor (Unlimited)

\$500: Newspaper
____ Sponsor (Unlimited)

HYER CARNIVAL

March 27, 2026

\$5,000: Ferris Wheel
____ Title Sponsor (Exclusive)

\$2,500: Midway
____ Sponsor (3 available)

\$1,000: Name That Game
____ Sponsor (15 available)

ALL SCHOOL BOOK CLUB

January 12-30, 2026

\$5,000: All School Book Club
____ Sponsor (Exclusive)

GARDEN

____ \$10,000 Sponsor

YARD SIGN

____ \$5,000 Sponsor

SPIRIT SHIRT

____ \$5,000 Sponsor

ONLINE DIRECTORY

____ \$3,500 Sponsor

WEBSITE

____ \$3,500 Sponsor

PARENT SPEAKER SERIES

____ \$3,500 Sponsor

TEACHER APPRECIATION

____ \$2,500 Stock the Lounge Sponsor
____ \$1,000 Staff Appreciation Lunch
Sponsor (9 available)

BACK TO SCHOOL

August 13, 2025

____ \$2,500 First Day of School
Sponsor (Exclusive)

MOM'S NIGHT OUT

September 18, 2025

____ \$2,500 Sponsor (Exclusive)

FAMILY EVENT

November 15, 2025

____ \$2,500 Family Turkey Trot
Sponsor (Exclusive)

MOTHER / SON EVENT

February 18, 2026

____ \$2,500 Mother/Son Event
Sponsor (Exclusive)

GRANDFRIENDS DAY

March 2, 2026

____ \$2,500 Sponsor (Exclusive)

OPEN HOUSE

March 3, 2026

____ \$2,500 Sponsor (Exclusive)

FIELD DAY

May 15, 2026

____ \$2,500 Sponsor (Exclusive)

Thank you for your
Support!





CORPORATE SPONSOR CONTRACT



Thank you for your generous support!

DONOR NAME _____

(Exactly as it should appear for publication)

CONTACT PERSON _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

EMAIL _____

DONOR SIGNATURE _____

Please return this form by **August 15, 2025** and include payment method. Responses and online payments will be recorded in the order received. Your sponsorship is not secured until payment has been received. A tax donation receipt will be mailed. Sponsorships are tax deductible less the benefits received. In kind donations to Hyer Elementary are tax deductible to the full extent of the law and shall not be given any benefits. Donors must estimate their market value for contribution purposes per Internal Revenue Service requirements.

PAYMENT OPTIONS

_____ I am mailing a check made payable to Hyer PTA

*Please mail to:
Hyer Elementary
Attn: Hyer PTA Treasurer
3920 Caruth Blvd.
Dallas, Texas 75225*

_____ I am paying online

Scan QR code to pay online or visit: HyerPTA.org/corporate-sponsorships



_____ I wish to decline all benefits

