TRUE COLORS

San Diego French-American School • May 15, 2021

SPONSORSHIP OPPORTUNITIES

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Dear Sir or Madam,

San Diego French-American School (SDFAS), a highly respected 501 (c)(3) educational non-profit organization, is inviting you to join the annual fundraising Gala as an event sponsor.

SDFAS is one of the very few schools in San Diego County and, indeed, nationally that has **managed to sustain safe full-time, in-person learning since the start of this academic year.** This achievement is in no small part due to the support of our outstanding teachers, parents and community who rallied to make the impossible, possible. This accomplishment has garnered the attention of several media outlets and educational institutions as they look to SDFAS as an example of how to pivot and adapt to the challenges that we have all faced since last year.

On Saturday, May 15, 2021, SDFAS will host its annual fundraising Gala, **True Colors**, which is our theme this year. Due to ongoing pandemic public health guidelines, the Gala will take place virtually. We anticipate a tremendous number of viewers and participants at our community celebration.

Through this event, we primarily hope to raise substantial funding for special projects that support our institution's strategic development including Financial Aid that supports our community diversity. Of course, we wouldn't be able to do so without the generous support of our community, including the participation of sponsors that invest in us, through the purchase of advertising or by providing in-kind services. Your help ensures we maximize the proceeds that fund our mission by underwriting some of our event costs and we will partner with you to assure you receive a return on investment.

So, before we get to the "how," let us address the "whom" (the target audience profile):

- Our school serves 350 students, representing 45 different nationalities.
- About 50 new families join us each year, many from out of town including 30% from abroad.
- 75% of our families are highly educated professionals with post-graduate degrees.
- 60% of our families live in the most affluent local areas (La Jolla, Del Mar, Carmel Valley).
- Our families generously support the school. The past three years, net Gala proceeds have ranged from $250K to $550K. They are influential locally, and brand loyal too.

We believe our community would be an ideal match for your target audience and hope that you would consider a partnership with our school. We will help your outreach to this highly qualified group of families before, during, and even after the main event!

Thank you in advance for your consideration and support of San Diego French-American School's values of **promoting diversity, inclusivity and global citizenship** - particularly in years such as these.

We look forward to making this collaboration a worthwhile investment and long lasting and fruitful relationship.

Let's talk about how to make it work for you! Thank you.

Sincerely,

Hala Madanat, Sponsorship Chair

SDFAS
SAN DIEGO FRENCH ★ AMERICAN SCHOOL

6550 Soledad Mountain Road | La Jolla, CA 92037 | Tel (858) 456-2807 | Fax (858) 459-2670 | **sdfrenchschool.org**

Sponsorship Levels

The SDFAS Gala offers high and exclusive visibility within San Diego's international community. We are inviting you to become a sponsor of our gala, a unique tax-deductible opportunity to reach an attractive market.

Diamond $10,000	Platinum $5,000	Gold $2,500	Silver $1,000	Bronze $500
VIP dinner with wine delivered to your home for Gala night with server				
15-second video tribute at virtual event				
30 days presence on the school banner (fence at corner of Soledad Mtn & La Jolla Scenic Drive)	30 days presence on the school banner (fence at corner of Soledad Mtn & La Jolla Scenic Drive)			
Dinner delivered to your home for Gala night for 8 people	Dinner delivered to your home for Gala night for 6 people	Dinner delivered to your home for Gala night for 4 people		
Invitation to the *Cercle d'Honneur* special events	Invitation to the *Cercle d'Honneur* special events	Invitation to the *Cercle d'Honneur* special events		
Bottle of champagne	Bottle of champagne	Bottle of champagne		
Invitation to the Pre-Gala VIP party	Invitation to the Pre-Gala VIP party	Invitation to the Pre-Gala VIP party		
			Dinner delivered to your home for Gala night for 2 people	
Verbal recognition at virtual event	Verbal recognition at virtual event	Verbal recognition at virtual event	Verbal recognition at virtual event	
Presence in gala catalogue - inside back or front cover	Presence in gala catalogue - full page	Presence in gala catalogue -1/2 page	Presence in gala catalogue - 1/4 page	Presence in gala catalogue - business card size ad
Recognition through social media & gala newsletter (per level), SDFAS website and auction platform	Recognition through social media & gala newsletter (per level), SDFAS website and auction platform	Recognition through social media & gala newsletter (per level), SDFAS website and auction platform	Recognition through social media & gala newsletter (per level), SDFAS website and auction platform	Recognition through social media & gala newsletter (per level), SDFAS website and auction platform
Corporate logo / Family Name projection during virtual event	Corporate logo / Family Name projection during virtual event	Corporate logo / Family Name projection during virtual event	Corporate logo / Family Name projection during virtual event	Corporate logo / Family Name projection during virtual event
Logo/name in SDFAS Report on Philanthropy	Logo/name in SDFAS Report on Philanthropy	Logo/name in SDFAS Report on Philanthropy	Logo/name in SDFAS Report on Philanthropy	Logo/name in SDFAS Report on Philanthropy

ADDITIONAL UNDERWRITING OPPORTUNITIES

- AUDIO/VISUAL: $6,500
- ENTERTAINMENT: $5,000
- PLATFORM: $2,500

Donor recognition for underwriting opportunities will be customized by level.

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SPONSOR INFORMATION

Sponsor Name (as it should appear in the auction catalogue):

Contact Name for Arrangements:

Sponsor's Address:

City: State: Zip Code:

Business Phone: FAX #: Cell Phone:

E-Mail Address: Website:

Signature of Sponsor: Date:

PAYMENT:

Total $

☐ Charge this amount to ☐ Visa ☐ MC ☐ AMEX

Credit Card # Expiration Date:

or ☐ Check Enclosed Check#:

SELECT SPONSORSHIP:

☐ DIAMOND ☐ PLATINUM ☐ GOLD ☐ SILVER ☐ BRONZE

All donations to San Diego French-American School auction are tax deductible as allowable.
SDFAS tax ID number is 93-0992063.
Please contact the sponsorship team at **development@sdfrenchschool.org** for further information.
PLEASE submit no later than Friday, April 23, 2021.

☐ Check box to have an invitation sent to you for future years

PLEASE INCLUDE A BUSINESS CARD WITH THIS FORM.

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