



35th ANNIVERSARY GALA

SAN DIEGO FRENCH AMERICAN SCHOOL | **March 11, 2023**

SPONSORSHIP OPPORTUNITIES



Dear Sir or Madam,

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

Our school provides children and their families with an exceptional bilingual education and a unique multicultural experience that nurtures the growth of engaged and open-minded citizens.

This year's event will take place at THE US GRANT in downtown San Diego on March 11, 2023. Our Gala theme, **Studio 35**, will be celebrating the school's 35th anniversary of the school while looking forward to the future growth of our community and school. Through this event, we hope to raise substantial funding for campus improvements, financial aid, and professional development.

This is only made possible by the generous support of our community, including the participation of sponsors who invest in us through the purchase of advertising or in-kind services. Your help ensures we maximize the proceeds that fund our mission by underwriting some of our event costs. In return, the SDFAS Gala offers high visibility within San Diego's international community. As a sponsor you have opportunity to reach a very attractive market:

- » *Each year, 20% of our school's community are new families, of which 70% arrive from other parts of the USA or 30% abroad.* Being new to San Diego and/or the United States implies the need of countless services;
- » *An affluent audience, with over 60% of families residing in the La Jolla/Del Mar/Carmel Valley area;*
- » *Well-educated, professional individuals, 77% of whom hold post-graduate degrees;*
- » *A culturally diverse student body, enrolling more than 385 students representing at least 40 different nationalities* (a large majority of which is comprised of the five nationalities: American, French, Mexican, Canadian and Italian).

Previous Galas have been attended by approximately 250 guests and raised up to \$560,000. Your generous donation will enable us to promote your products and/or services to a unique and sophisticated group of culturally diverse, highly educated families, many of whom are new to San Diego and in need of countless personal and professional services.

We offer several distinct sponsorship benefits. Please, review the enclosed materials and **kindly indicate your commitment by January 16, 2023** to be included in the Gala invitations sent to approximately 500 families throughout San Diego.

Thank you in advance for your consideration and support of San Diego French-American School and its annual fundraising gala. We hope you will join us in honoring international education on Saturday, March 11, 2023.

Sincerely,

Marina Andina, Sponsorship Chair

SDFAS 2023 GALA SPONSORSHIP OPPORTUNITIES

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

SPONSOR LEVEL	DONATION	LEVEL BENEFITS	OVERALL BENEFITS
DIAMOND	\$10,000	<ul style="list-style-type: none"> ✓ 10 Tickets ✓ VIP Table with premium wine ✓ Company banner on school fence from Feb 1 - Mar 15 2023 ✓ Recognition on each table & online auction website ✓ Inside front or back cover ad in Gala catalogue ✓ Recognition on official photo backdrop at Gala* 	<ul style="list-style-type: none"> ✓ Recognition in printed invitations* ✓ Ad and company showcase in Gala newsletter (logo only for Silver and Bronze) ✓ Recognition on social media through March 2023 ✓ Recognition on SDFAS website through March 2023 ✓ Sponsor logo projected during Gala dinner ✓ Invitation to pre-Gala event on SDFAS campus
PLATINUM	\$5,000	<ul style="list-style-type: none"> ✓ 6 Tickets ✓ Company banner on school fence from Feb 1 - Mar 15 2023 ✓ Recognition on each table & online auction website ✓ Full page ad in Gala catalogue ✓ Recognition on official photo backdrop at Gala* 	<ul style="list-style-type: none"> ✓ Recognition in printed invitations* ✓ Ad and company showcase in Gala newsletter (logo only for Silver and Bronze) ✓ Recognition on social media through March 2023 ✓ Recognition on SDFAS website through March 2023 ✓ Sponsor logo projected during Gala dinner ✓ Invitation to pre-Gala event on SDFAS campus
GOLD	\$2,500	<ul style="list-style-type: none"> ✓ 4 Tickets ✓ Recognition on online auction website ✓ 1/2 page ad in Gala catalogue ✓ Recognition on official photo backdrop at Gala* 	<ul style="list-style-type: none"> ✓ Recognition in printed invitations* ✓ Ad and company showcase in Gala newsletter (logo only for Silver and Bronze) ✓ Recognition on social media through March 2023 ✓ Recognition on SDFAS website through March 2023 ✓ Sponsor logo projected during Gala dinner ✓ Invitation to pre-Gala event on SDFAS campus
SILVER	\$1,250	<ul style="list-style-type: none"> ✓ 2 Tickets ✓ 1/4 page ad in Gala catalogue ✓ Recognition on official photo backdrop at Gala* 	<ul style="list-style-type: none"> ✓ Recognition in printed invitations* ✓ Ad and company showcase in Gala newsletter (logo only for Silver and Bronze) ✓ Recognition on social media through March 2023 ✓ Recognition on SDFAS website through March 2023 ✓ Sponsor logo projected during Gala dinner ✓ Invitation to pre-Gala event on SDFAS campus
BRONZE	\$500	<ul style="list-style-type: none"> ✓ Business card included in Gala catalogue 	<ul style="list-style-type: none"> ✓ Recognition in printed invitations* ✓ Ad and company showcase in Gala newsletter (logo only for Silver and Bronze) ✓ Recognition on social media through March 2023 ✓ Recognition on SDFAS website through March 2023 ✓ Sponsor logo projected during Gala dinner ✓ Invitation to pre-Gala event on SDFAS campus

*size varies by sponsorship level

Please submit no later than January 16, 2023

SPONSORSHIP LEVEL

<input type="checkbox"/>				
DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$10,000	\$5,000	\$2,500	\$1,250	\$500

SPONSOR DETAILS

SPONSOR NAME
(to appear in auction catalogue) _____

CONTACT NAME _____

SPONSOR ADDRESS
STREET _____

CITY _____ STATE _____ ZIP CODE _____

SPONSOR CONTACT INFO

BUSINESS PHONE _____ CELL PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

PAYMENT DETAILS

TOTAL \$ _____

PAYMENT METHOD _____ Credit Card (Visa, MC, Amex) Check Enclosed

CREDIT CARD INFORMATION _____

CC # _____ EXPIRATION DATE _____

CHECK # _____

SPONSOR SIGNATURE

SIGNATURE _____

PRINTED NAME _____ DATE _____

With your sponsorship, please include:

- » a business card
- » a vector logo (.pdf or .ai or .eps file)
- » an ad - quarter, half or full page - due no later than January 30, 2023. High resolution .pdf file preferred, .tif .jpg .png accepted if it's high resolution.

All donations to San Diego French-American School are tax-deductible.

SDFAS tax ID number is 93-0992063. Please contact the sponsorship team at development@sdfas.org for further information.

