



friends of  
**Playa Vista School**

August 1, 2015

Dear Partners,

**Thank you for considering a donation to Playa Vista Elementary School's (PVES) non-profit support organization – Friends of Playa Vista School (FPVS).** Because of *your* generosity and the generosity of other local businesses like yours, we have been able to fund and implement core academic and enrichment programs for all of our students, including specialized instruction in technology, music, library, garden and physical education. Additionally, we have been able to fund support in the classroom for critical needs such as teacher's assistants and technology equipment.

For the upcoming 2015-2016 school year, as we continue our Science, Technology, Engineering and Mathematics (STEM) focused mission of helping students to become innovative leaders for the next generation, we face a new and bigger challenge: sustain and expand upon this curricular structure as our enrollment continues to increase. FPVS is committed to supporting the best educational program possible for the children of PVES even as our costs to fund these programs rise each year.

Will you join us in our endeavor and participate in our corporate sponsorship program to support PVES? 100% of your gift will fund resources that will make a direct and immediate impact in our classrooms.

**On the following form are several ways your company can participate in supporting PVES. All include great promotional benefits.** In recognition of your generosity and support, your business will be formally recognized on our school website ([www.playavistaschool.com](http://www.playavistaschool.com)), through our school e-newsletter, and social media pages. Additional advertising benefits are associated with each corporate sponsorship level.

**Thank you in advance for your generous support!** A gift in any amount is greatly appreciated. We also accept in-kind donations. If your company offers employee donation matching, please inform your employees of this opportunity to give!

For more information, please do not hesitate to me at [sponsorship@playavistaschool.com](mailto:sponsorship@playavistaschool.com).

Sincerely,

Barsam Kasravi  
Corporate Sponsorship Chair



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## **Additional Promotional Opportunities for Our Corporate Supporters**

### **Email Advertising**

Our weekly school e-newsletter is sent to over 525 families at Playa Vista Elementary School. These subscribers are parents, staff and partners who are loyal supporters of Playa Vista Elementary School and enjoy receiving school updates via email.

Our e-newsletter is released every Friday night with content that is updated weekly.

#### **Promotional Flyer (8.5 x 11)**

Promotional flyers can be included in our e-newsletters. In this space, your business can include a photo, coupon or promotion.

### **Website Advertising**

#### **Homepage Ad (200 pixel width)**

This ad space is located in the Spotlight section on the homepage of our website ([www.playavistaschool.com](http://www.playavistaschool.com)).

In this space, your business can include a picture thumbnail with associated text and links. Homepage ads are placed on the website for two weeks and rotated throughout the year.

Your logo will also be placed on the Our Supporters page of our website ([www.playavistaschool.com/support-pves/our-supporters/](http://www.playavistaschool.com/support-pves/our-supporters/)) and linked to your webpage.

### **Social Media Advertising**

#### **Facebook and Twitter**

We will work with you to push social media advertising through our Playa Vista Elementary School and Friends of Playa Vista Elementary School facebook groups. Additional advertising is available via our Twitter account @friendsofpvs.

## Yearbook Advertising

Each year, Playa Vista Elementary School publishes a yearbook that is distributed to hundreds of Loyola PVES families and staff. Yearbook ads can include a promotion, special dedication or message to students, or advertising for your business.

Ad Dimensions:

Full page (7.5" w x 10" h)

1/2 page (7.5" w x 4.75" h)

1/4 page (3.5" w x 4.75" h)

Business card size (3.5" w x 2.25" h)

Ads must be submitted in full color at high resolution and in PDF format. If you need help with creating your ad, we have volunteer graphic artists that can help.

## Race for Success Event Sponsorship

LMU's Race for Success 5K and 1K run/walk promotes health and fitness in students and also raises funds in sponsorships to support PVES programs. Each student is encouraged to find 10 family and friends to participate in the event or as a virtual runner. We are looking for Event Sponsors who will receive marketing benefits to the thousands of participants within the area. Please contact us for more information on event sponsorship.

## Fundraising Events at Your Venue

Throughout the year, we hold fundraising events that benefit both our corporate sponsors and PVES. This might involve the use of your venue in exchange for promoting your business or the donation of a percentage of sales receipts for an event back to support PVES.

## Sponsoring a Project or Program

PVES has many opportunities for our sponsors to support a specific project or program at PVES that aligns with your organization's mission. Some examples might include:

- Technology Lab and Equipment
- Music Program
- Science Lab
- Garden Program
- Physician Education
- Afterschool Clubs and Programs

## 2015-2016 Upcoming Events

Corporate sponsorship opportunities are also available at any of our upcoming events.

### **Back to School Picnic – Sunday, Aug 30<sup>th</sup>, 11am-2pm**

Our annual Back to School Picnic is our first schoolwide social event of the year. PVES families and staff are invited to share an afternoon together with lunch, games, music and more! Booth space is available.

### **Mother's Tea – Sunday, Sept 20<sup>th</sup>, 12pm-2pm**

Our annual moms luncheon is held just for Playa Vista Elementary School moms, teachers and staff. It's a fun event that includes tea, light bites and mimosas. This event draws over a hundred moms and is a great way to promote your business. In-kind donations of food, champagne, and raffle prizes (dining gift certificates, beauty products, etc.) are needed. All corporate sponsors that support this event will be recognized on the invitation and at the event.

### **BOO Fest – Saturday, Oct 24<sup>th</sup>, 11am-3pm**

Our annual BOO Fest is a big Halloween themed festival held during October on the PVES campus. It's a fun event that is open to the entire community. This is our biggest event of the year! It draws hundreds of families from Playa Vista and the surrounding community and is a great opportunity to promote your business. Every attendee will be given a goody bag when they check-in to the event. All of our corporate supporters are invited to provide a coupon, flyer or promotional item to include in the goody bag at no additional cost.

BOOth space is available for \$100 each or included with the Gold and Platinum sponsorship levels.

Bounce Houses are also available for sponsorship with recognition given to the sponsor.

### **LMU Race for Success – Spring 2016**

LMU's Race for Success 5K and 1K run/walk promotes health and fitness in students and also raises funds in sponsorships to support PVES programs. Each student is encouraged to find 10 family and friends to participate in the event or as a virtual runner. We are looking for Event Sponsors who will receive marketing benefits to the thousands of participants within the area. Please contact us for more information on event sponsorship.

### **Silent Auction – May 20<sup>th</sup>, 7pm-10pm**

Our Silent Auction will be held in partnership with Playa Vista Community Services for its third year at the annual Taste of Playa Vista – A Wine Event and Silent Auction. This is a huge event that draws hundreds attendees from the Playa Vista and Playa Vista Elementary communities. In-kind donations of silent auction items are needed. If you are interested in donating an item for the silent auction, please let us know. Items can be gift baskets, gift cards, or products.

This event raises much needed funds to support PVES programs.



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## 2015-2016 Corporate Sponsorship

**YES! We would like to support Friends of Playa Vista School**

Giving Level	Amount	Your Business Will Receive
Platinum	\$5,000 and above	2 promotional flyers in our school newsletter (1 per semester) 2 homepage ads on our website (110 px) – (1 per semester) Business name/logo – on our website throughout the school year Event booth (space) at one school fundraising event 1 full page ad in school yearbook Sponsorship recognition in our newsletters and on our social media sites
Gold	\$2,500	1 promotional flyers in our school newsletter 2 homepage ads on our website (110 px) – (1 per semester) Business name/logo – on our website throughout the school year Event booth (space) at one school fundraising events 1 full page ad in school yearbook Sponsorship recognition in our newsletters and on our social media sites
Silver	\$1,250	2 homepage ads on our website (110 px) – (1 per semester) Business name/logo – on our website throughout the school year 1/2page ad in school yearbook Sponsorship recognition in our newsletters and on our social media sites
Bronze	\$500	1 homepage ads on our website (110 px) Business name/logo – on our website throughout the school year 1/4 page ad in school yearbook Sponsorship recognition in our newsletters and on our social media sites
Friend	\$250	1 homepage ad on our website (110 px) Business name/logo – on our website throughout the school year Business card size ad in school yearbook Sponsorship recognition in our newsletters and on our social media sites

**All Sponsorship Levels are valid for one school year (August 2015-July 2016)**

- We would like to make a tax deductible contribution of \$**\_\_\_\_\_
- Pay by check:** Please make checks to “Friends of Playa Vista School”  
**Send to:** Friends of Playa Vista School  
 Corporate Sponsorship  
 13150 W. Bluff Creek Drive  
 Playa Vista, Ca 90094
- We would like to make the following in-kind donation \_\_\_\_\_

Business Name: (First/Last)\_\_\_\_\_

Contact Info: (Name/Phone/Email)\_\_\_\_\_

Address: (Street/City/Zip)\_\_\_\_\_

**Donor Publication Listing** Recognition as part of a listing in our newsletter, website and other publications.  
 Please list our name as (print clearly): \_\_\_\_\_

- We wish to remain anonymous. We do not want to be included in any listings and/or publications**

**Thank you for your support!** Friends of Playa Vista School is a 501(c)(3) non-profit organization. Please consult your tax advisor regarding any tax deductions related to your donation.

**Questions?** Please contact our corporate sponsorship chair **Barsam Kasravi** at [sponsorship@playavistaschool.com](mailto:sponsorship@playavistaschool.com)