



ST. FRANCIS
DE SALES
CATHOLIC SCHOOL

Home and School Association **2021-2022 Sponsorship Form**

Dear Friends of St. Francis:

Each year the St. Francis de Sales Home and School Association hosts events to raise money for the school. This year we are pleased to announce the return of some of our most popular events: (1) the SFdS Santa Social and Penguin Run held on Saturday, December 4, 2021 at the school, (2) the SFdS Annual Bull Roast and Auction held on Friday, February 4, 2022 at the school, and (3) the Annual St. Francis de Sales Alumni Golf Tournament held on Saturday, April 30, 2022 at Nutters Crossing Golf Course. All events are open to former and current members of the school and church, surrounding communities, and visiting family and friends.

The goal of each event is to raise money for the school, as well as provide an enjoyable time for those who attend. The proceeds of this school year's events will go to fund our athletic programs, updates to the small playground, classroom equipment and technology advancements, tuition scholarships and so much more.

In order to make the events successful, we need sponsorships from local businesses for the events. Specific sponsorship opportunities are listed below. Please consider helping us by becoming an event sponsor. If you prefer to help by donating money rather than becoming a sponsor or donating items for the events, further information can be found below. All support is greatly appreciated.

Please complete the sponsorship form attached to this letter. Thank you for your consideration and participation. Your generosity will help fund St. Francis students and the HSA for years to come.

Cordially,

Jill Stevenson, HSA President

Susan Goebel-Nolan, HSA Vice President

Laura Perry, HSA Treasurer

Kelly Hitty, HSA Secretary

Jill Graves, HSA Volunteer Coordinator



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Thank you for being a sponsor for this year's SFdS Events! Please complete the form below and return it to the Home and School Association, at hsa@sfdscs.org with HSA Sponsor in the subject line. **Please include a high resolution digital copy of your logo (and camera ready artwork or ad copy, if included in your sponsorship level).**

Emperor Penguin Sponsor (3 available - 1 per event listed below)

Santa Social and Penguin Run (\$3,000)

(1) Recognition as presenting sponsor of event on printed event materials, social media pages with link to business website, and event signage with premier placement, to include large sponsor banner displayed at event entrance, (2) Sponsor logo on large signage, event flyers and social media pages with link to business website at all other fundraising events, (3) Speaking opportunity during award presentation, (4) Sponsor table at entrance of social event for sponsor collateral, including give-aways (sponsor must provide attendant), plus opportunity to include marketing materials and give-aways in golf tournament swag bag (limit 2 pieces of collateral and 1 give-away item), (5) Sponsor logo on HSA sponsor acknowledgment webpage, (6) 6 Penguin Run entries including free pancake breakfast, 8 Auction tickets, Golf gift bag including 4 SFdS golf shirts, (7) 6 ads in church bulletin and Sponsor Thank You video posted on all event social media pages, (8) Stuffed Chilly the Penguin

Bull Roast and Auction (\$3,000)

(1) Recognition as presenting sponsor of event on printed event materials, social media pages with link to business website, and event signage with premier placement, to include large sponsor banner displayed at event entrance, (2) Sponsor logo on large signage, event flyers and social media pages with link to business website at all other fundraising events, (3) Speaking opportunity during auction, (4) Sponsor table set up at auction entrance for sponsor collateral, including give-aways (sponsor must provide attendant), plus opportunity to include marketing materials and give-aways in golf tournament swag bag (limit 2 pieces of collateral and 1 give-away item), (5) Sponsor logo on HSA sponsor acknowledgment webpage, (6) Reserved table at Auction and 10 tickets, 4 Penguin Run entries, Golf gift bag including 4 SFdS golf shirts, (7) 6 ads in church bulletin and Sponsor Thank You video posted on all event social media pages, (8) Stuffed Chilly the Penguin

Annual Alumni Golf Tournament (\$3,000)

(1) Recognition as presenting sponsor of event on printed event materials, social media pages with link to business website, and event signage with premier placement, to include large sponsor banner displayed at event entrance, (2) Sponsor logo on large signage, event flyers and social media pages with link to business website at all other fundraising events, (3) Speaking opportunity during award presentation, (4) Sponsor table set up by tournament registration table for sponsor collateral (sponsor must provide attendant), plus opportunity to include marketing materials and give-aways in golf tournament swag bag (limit 2 pieces of collateral and 1 give-away item), (5) Sponsor logo on HSA sponsor acknowledgment webpage, (6) Foursome of golf plus Golf gift bag including 4 SFdS golf shirts, 8 Auction tickets, 4 Penguin Run entries, (7) 6 ads in church bulletin and Sponsor Thank You video posted on all event social media pages, (8) Stuffed Chilly the Penguin

King Penguin Sponsor (\$2,000):

(1) Sponsor logo on large signage, event flyers and social media pages for all fundraising events, (2) Opportunity to include sponsor marketing materials and give-aways in golf tournament swag bag (limit 1 piece of collateral and 1 give-away item), (3) Sponsor logo displayed on HSA sponsor acknowledgment webpage, (4) 6 Auction tickets and 4 Penguin Run entries, (5) 4 ads in church bulletin and Sponsor Thank You video posted on all event social media pages, (6) \$25 SFdS Spiritwear voucher

Royal Penguin Sponsor (\$1,000):

(1) Sponsor logo on medium signage, event flyers and social media pages for all fundraising events, (2) Opportunity to include sponsor marketing materials and give-aways in golf tournament swag bag (limit 1 piece of collateral and 1 give-away item), (3) Sponsor logo displayed on HSA sponsor acknowledgment webpage, (4) 4 Auction tickets and 2 Penguin Run entries, (5) 2 ads in church bulletin

Rockhopper Penguin Sponsor (\$500):

(1) Sponsor logo on small signage, event flyers and social media pages for all fundraising events, (2) Sponsor logo displayed on HSA sponsor acknowledgment webpage, (3) 2 Auction tickets

Macaroni Penguin Sponsor (\$250):

(1) Sponsor logo on event flyers and social media pages for all fundraising events, (2) Sponsor logo displayed on HSA sponsor acknowledgment webpage

Alcohol Sponsor (\$1000 ea) (2 available - Auction and Golf Tournament):

(1) Sponsor logo on medium signage, event flyers and social media pages for all fundraising events, (2) Sponsor logo on event cups, recognition as sponsor of signature drink at event (if any), and only sponsor signs will be placed by bar area, (3) Opportunity to include sponsor marketing materials and give-aways in golf tournament swag bag (limit 1 piece of collateral and 1 give-away item), (4) Sponsor logo displayed on HSA sponsor acknowledgment webpage, (5) 4 Auction tickets, (6) Sponsor Thank You video posted on all event and HSA social media pages

Auction Table Sponsor (\$1,500 ea) (until sold out):

(1) Reserved table at event, 10 tickets, sponsor logo on table, and beer included, (2) Sponsor logo on medium signage at event, event flyers, bid display, and social media page with link to business website, (3) Sponsor recognition during intro speech at event, (4) Sponsor logo displayed on HSA sponsor acknowledgment webpage, (5) 4 ads in church bulletin

Hole Sponsor (\$500 ea) (18 available):

(1) Sponsor logo on signage at each hole, (2) Sponsor logo on small signage at event, event flyers, and social media page with link to business website, (3) Opportunity to include sponsor marketing materials and give-aways in golf tournament swag bag (limit 1 piece of collateral and 1 give-away item), (4) Sponsor logo displayed on HSA sponsor acknowledgment webpage

____ YES, I WOULD LIKE TO SPONSOR!! I have read the attached proposal and would like to provide a sponsorship at the following level:

___ *Emperor (\$3000):* ___ *Santa Social* ___ *Auction* ___ *Golf Tournament*

___ *King (\$2000)* ___ *Royal (\$1000)* ___ *Rockhopper (\$500)* ___ *Macaroni (\$250)*

___ *Alcohol (\$1000)* ___ *Auction Table (\$1500)* ___ *Golf Tournament Hole (\$500)*

_____ I'm unable to be a sponsor, but I would like to make a donation of \$ _____

_____ I'm unable to be a sponsor, but I would like to donate the following items for the auction:

All auction donors will receive recognition on the HSA sponsor acknowledgment webpage, on the event page, and in the event pamphlet.

Sponsorships are accepted at any time. However, in order to ensure proper acknowledgement, sponsorship forms and payments must be received by the following deadlines in order to include sponsor logo on dedicated event materials and signage:

SFds Santa Social and Penguin Run - November 15, 2021

SFds Bull Roast and Auction - January 4, 2022

Annual SFds Alumni Golf Tournament - March 15, 2022

If the deadline is missed, but payment is received before the event, the HSA will make a good faith effort to include sponsor logo on digital materials. Sponsorships are subject to availability. If the sponsorship you have chosen is no longer available, the HSA will contact you to offer other sponsorship opportunities.

Contact Name: _____

Sponsor/Donor Name: _____

Address: _____

Email/Phone: _____

Signature: _____

Proceeds from this event will benefit the St. Francis de Sales HSA, an organization that exclusively benefits the St. Francis de Sales Catholic School. If paying by check, please make checks payable to St. Francis de Sales HSA, and mail or deliver check to St. Francis de Sales Catholic School, 500 Camden Avenue, Salisbury, MD 21801, Attn: Jill Stevenson. Donors and sponsors have the right to request that gifts remain anonymous. All donations are non-refundable, and sponsorships are non-cancelable. Unless otherwise requested, donors and sponsors agree that the SFds HSA may use donor or sponsor name and logo, and any thank you video if applicable, for the purposes of providing the donor and sponsorship benefits outlined above, and in any current or future event marketing materials.