



## **2023-2024 PTO Business Sponsorship Opportunities**

Tucked inside the Ox Bottom Manor neighborhood in Northeast Tallahassee, Hawks Rise Elementary School is an amazing community with over 800 hard-working students with engaged families and more than 100 dedicated faculty and staff.

The generosity of our families, community and business partners allows the PTO to provide many wonderful benefits to HRES students. In recent years, items such as iPad carts, computers, smart boards, sound systems, playground equipment and improvements, classroom audio equipment, media center materials, a fitness track and the commemorative brick path have been procured for the benefit of each of our students. In addition, PTO funds proudly support many of our school's educational and incentive programs including Accelerated Reader, Book Fair, Family Movie Night, Spring Carnival and monthly Fun Fridays, as well as community projects like Helping Hands.

**Hawks Rise Elementary School PTO is pleased to present our dedicated community partners with targeted opportunities to invest in the long-term success of our students and school while offering tailored recognition benefits to make the most of your marketing dollars. While your donations are necessary for PTO programming in the year ahead, we also acknowledge the generosity of businesses allocating their marketing dollars for our school. With this in mind, HRES PTO presents the following sponsorship levels for the 2023-2024 year.**

Sponsors selecting to support Hawks Rise with donations of \$1,000 or greater may make donations in five equal payments, payable upon execution of Sponsorship Agreement and on September 1, 2023, November 1, 2023, January 1, 2024, and March 1, 2024 (reminder invoices will be sent from HRES PTO). Silent Auction donations may be packages or donations from the business partner, with a minimum value of \$100, and should be provided to HRES by January 15, 2024. Teacher Appreciation Week giveaways (total value of \$50) should be provided to HRES by April 1, 2024.

All sponsorship benefits are contingent upon business partners signing the attached Sponsorship Agreement, making timely payments and providing marketing assets (logos and business details) as requested.

Sponsorship questions can be directed to Stephanie Allen, HRES PTO President, [HawksRisePTO@yahoo.com](mailto:HawksRisePTO@yahoo.com).



## **HRES Golden Hawk**

***\*Limited to Five Businesses Only for 2023-2024 School Year***

**\$3,500**

### **\$100 Silent Auction Item & \$50 Teacher Appreciation Gift Card Donation**

- ☞ One of Five Business Logos Featured on Back of 2023-2024 Nests T-Shirt (*worn monthly for First Friday Nests Days and given to every student and staff member*)
- ☞ Business Logo Featured on Back of Spirit Sprint T-Shirt (*Larger logo & worn by every student for the Spirit Sprint*)
- Business Banner on HRES Fence for Duration of 2023-2024 School Year (*48x32 weather-proof banner*)
- Business Name Marquee Recognition on Digital HRES Sign for Two Weeks (*rotating with other school-centric messages*)
- Opportunity for 3-5 Minute Presentation During Teacher Welcome Back Luncheon OR Faculty Meeting
- Opportunity to Send One-page Marketing Piece Home with all Students  
Business Name & Logo on Yard Sign Displayed at 2023-2024 School Events (*including, but not limited to, Open House, Spirit Sprint, Field Day, all grades' music programs, Silent Auction, 5th Grade Advancement, Family Movie Night, Parent/Guardian Events, Grand Hawks Week, Book Fair, and Carnival*)
- Recognition during Introduction Remarks of PTO Family Movie Night
- Recognition at Introduction of all Grades' Music Programs
- Logo Inclusion on Silent Auction Promotional Materials and Two (2) tickets to Silent Auction event
- Business Name Recognition on HRES Dismissal App for Two Weeks (*PikMyKid App*)
- Dedicated Marketing Spotlight in Principal's Hawk Squawk Email
- Business Name Featured Car Tags (*IF a sponsor BEFORE July 1, 2023*)
- Business Name Featured 4<sup>th</sup> & 5<sup>th</sup> Grade Agendas (*IF a sponsor BEFORE June 15, 2023*)

\*Exclusive sponsorship opportunity for first five committed sponsors signing the Sponsorship Agreement and issuing first payment for 2023-2024 school year. **Category** sponsors will be exclusive for their business type. Once sold, interested business partners can consider lower level partnership opportunities.



## **Shake Your Teal Feather**

**\$2,750**

**\$100 Silent Auction Item & \$50 Teacher Appreciation Gift Card Donation**

- ☞ Business Logo Featured on Back of Spirit Sprint T-Shirt (*Smaller logo & worn by every student for Spirit Sprint*)
- Business Banner on HRES Fence for Duration of 2023-2024 School Year (*48x32 weather-proof banner*)
- Business Name Marquee Recognition on Digital HRES Sign for Two Weeks of School (*rotating with other school-centric messages*)
- Business Name & Logo on Yard Sign Displayed at 2023-2024 School Events (*including, but not limited to, Open House, Spirit Sprint, Field Day, all grades' music programs, Silent Auction, 5th Grade Advancement, Family Movie Night, Parent/Guardian Events, Grand Hawks Week, Book Fair, and Carnival*)
- Logo Inclusion on Silent Auction Promotional Materials
- Business Name Recognition on HRES Dismissal App for One Week (*PikMyKid App*)
- Dedicated Marketing Spotlight in Principal's Hawk Squawk Email
- Business Name Featured Car Tags (*IF a sponsor BEFORE July 1, 2023*)
- Business Name Featured 4<sup>th</sup> & 5<sup>th</sup> Grade Agendas (*IF a sponsor BEFORE June 15, 2023*)

## **First Flight**

**\$1,000**

**\$100 Silent Auction Item & \$50 Teacher Appreciation Gift Card Donation**

- Business Banner on HRES Fence for Duration of 2023-2024 School Year (*48x32 weather-proof banner*)
- Business Name & Logo on Yard Sign Displayed at 2023-2024 School Events (*including, but not limited to, Open House, Spirit Sprint, Field Day, all grades' music programs, Silent Auction, 5th Grade Advancement, Family Movie Night, Parent/Guardian Events, Grand Hawks Week, Book Fair, and Carnival*)
- Business Name Marquee Recognition as First Friday Sponsor appearing on Digital HRES Sign (*rotating with other First Flight Sponsors and school-centric announcements on the First Friday of each month, September 2023-May 2024*)
- Logo Inclusion on Silent Auction Promotional Materials
- Dedicated Marketing Spotlight in Principal's Hawk Squawk Email
- Business Name Featured Car Tags (*IF a sponsor BEFORE July 1, 2023*)
- Business Name Featured 4<sup>th</sup> & 5<sup>th</sup> Grade Agendas (*IF a sponsor BEFORE June 15, 2023*)



## **The Squawk Squad**

**\$400**

**\$100 Silent Auction Item & \$50 Teacher Appreciation Gift Card Donation**

- Business Name & Logo on Yard Sign Displayed at 2023-2024 School Events *(including, but not limited to, Open House, Spirit Sprint, Field Day, all grades' music programs, Silent Auction, 5th Grade Advancement, Family Movie Night, Parent/Guardian Events, Grand Hawks Week, Book Fair, and Carnival)*
- Logo Inclusion on Silent Auction Promotional Materials
- Dedicated Marketing Spotlight in Principal's Hawk Squawk Email
- Business Name Featured Car Tags *(IF a sponsor BEFORE July 1, 2023)*
- Business Name Featured 4<sup>th</sup> & 5<sup>th</sup> Grade Agendas *(IF a sponsor BEFORE June 15, 2023)*

## **The Beak Bunch**

**\$250**

**\$100 Silent Auction Item & \$50 Teacher Appreciation Gift Card Donation**

- Dedicated Marketing Spotlight in Principal's Hawk Squawk Email
- Business Name Featured Car Tags *(IF a sponsor BEFORE July 1, 2023)*
- Business Name Featured 4<sup>th</sup> & 5<sup>th</sup> Grade Agendas *(IF a sponsor BEFORE June 15, 2023)*



### **HRES 2023-2024 Sponsorship Agreement**

Complete the below form with details as they should appear in sponsorship recognition and submit with initial payment to HRES PTO for finalization of sponsorship. Sponsorship is not confirmed until form and first payment are received. Logo (both a hi-res jpg & vector file) and Squawk Update write-up should be emailed to Stephanie Allen at HawksRisePTO@yahoo.com.

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Requested Sponsor Level:** \_\_\_\_\_

**Payment Amount:** \_\_\_\_\_

As an authorized spokesperson for the above-named business, I agree to sponsor HRES PTO for the 2023-2024 school year, providing the above-named donation and understanding the sponsorship benefits as outlined in this packet. I understand my sponsor benefits are contingent upon payment of my sponsor invoices and submission of marketing assets as requested for inclusion in recognition materials.

**Business Representative:** \_\_\_\_\_

**HRES Representative:** \_\_\_\_\_

**Date:** \_\_\_\_\_