



**October 11, 2018**

at C2G Music Hall

323 West Baker Street

Downtown Fort Wayne

# Sponsorship Proposal

## 2018

[www.mlkdreamschool.org/smartstart](http://www.mlkdreamschool.org/smartstart)



## A Smart Sponsorship Opportunity

On September 28, 2017, MLK Montessori hosted its first-ever **SmartStart** Soirée, and we could not be more thrilled with the results! Community leaders, art lovers, and educational advocates gathered for an evening of appetizers, cocktails, and—most importantly—*art*. The event included an auction featuring collaborative art pieces donated by phenomenal local and national artists, including, for example, Jared Aplegate, David Carpenter, and Dan and Marlene Coble. What made the auction truly unique was that each one-of-a-kind piece was inspired by and paired with the artwork of an MLK student.

We are so pleased to announce that the event exceeded our fundraising goal, and we received overwhelmingly positive feedback from our attendees. In an exit survey, attendee Pat Eber wrote, “What a fantastic evening! I’ve been to many fundraisers in Fort Wayne, but I’ve never attended anything quite like this. I’m looking forward to next year!”

Pat is excited about the 2018 MLK Montessori **SmartStart** Soirée, and so are we! With our inaugural year under our belts, we are ready to take this event to the next level. We have secured a fantastic and much larger venue (C2G Music Hall), and our board and staff are committed to partnering with even more fantastic artists and *tripling* our number attendees on October 11, 2018. We are especially excited because 2018 is a milestone year for MLK Montessori: we will be celebrating our 50<sup>th</sup> Anniversary! It will be the perfect opportunity to engage the thousands of Fort Wayne residents and community leaders who have benefited from and supported our wonderful organization over the years.

We would like to take this opportunity to extend an invitation to you to be a part of this truly one-of-a-kind evening as a 2018 event sponsor! Although each sponsorship level comes with specific benefits (outlined on page 4), all levels will secure you highly visible branding. Our goal is to ensure that those we serve, friends of MLK Montessori, event attendees, and the community at-large be made aware of your kind generosity. Of course, you will also be given complementary tickets to the 2018 **SmartStart** Soirée so that you can join the celebration!

I would like to thank you in advance for your consideration of this very special sponsorship opportunity. If you have any questions, please don’t hesitate to contact us:

Greta McKinney  
*Executive Director*  
(260) 423-4333

Andrea Kendall  
*Board President*  
(260) 431-1245

Carrie Fisher  
*Event Committee Chair*  
(260) 458-1040



## Event Purpose

Not only will your company's sponsorship help to make our **SmartStart** Soirée a success, but it will also help to support the vital work of our school.

Did you know that, when they enter kindergarten, children from low-income families typically perform far behind their more advantaged peers—both socially and academically? This puts them at an immediate disadvantage that, studies show, is nearly impossible to overcome. A quality preschool education stops this achievement gap in its tracks.

What's more, experts agree that preschool education is a sound investment—academically, socially, and *economically*. Research shows that for every dollar invested in high-quality, comprehensive early care and education, society saves \$7.16 in special education, welfare, and criminal justice costs.

Since our inception in 1968, we at MLK Montessori School have been dedicated to the mission of providing high-quality care and education to at-risk, low-income preschool children in Fort Wayne. Over the years, MLK Montessori has changed the lives of more than 5,000 children! What makes our program effective?

- **Accessibility** - With your help, we can offer door-to-door bus transportation via our school buses for families that lack reliable transportation.
- **Meals** - Our students, many who come from food-insecure homes, receive free breakfast, lunch, and snacks because of support from sponsors like you.
- **Health Services** - With the money raised, MLK students get access to wellness, dental, and vision screenings; a consulting school nurse; speech therapy services; and mental health consultations.
- **Education** - Our time-tested, standards-based Montessori curriculum and developmentally stimulating environment fosters independence and intellectual curiosity – all of which would not be possible without sufficient funds to invest in Montessori materials and staff training.

Together, we *can* level the playing field for Fort Wayne's disadvantaged youth. Won't you help us?

## MLK Montessori School SmartStart Soirée

Contact: Greta McKinney, *Executive Director*

[gmckinney@mlkdreamschool.org](mailto:gmckinney@mlkdreamschool.org) or 260-423-4333



## Sponsorship Packages

	<b>GOLD \$3,000</b>	<b>SILVER \$1,000</b>	<b>BRONZE \$500</b>
<b>COMPLIMENTARY EVENT TICKETS</b>	<b>8 tickets</b>	<b>4 tickets</b>	<b>2 tickets</b>
<b>WEBSITE RECOGNITION</b>	Logo and uplink to website from homepage for the months of August, September, and October	Logo and uplink to website from homepage for the months of August, September, and October	Logo and uplink to website from homepage for the months of August, September, and October
	Logo and acknowledgement on Event Page from time of sponsorship through 2018	Logo and acknowledgement on Event Page from time of sponsorship through 2018	Logo and acknowledgement on Event Page from time of sponsorship through 2018
	Links uploaded from social networking sites	Links uploaded from social networking sites	Links uploaded from social networking sites
<b>NEWSLETTER RECOGNITION</b>	Choice of acknowledgement or logo printed in newsletter after event	Choice of acknowledgement or logo printed in newsletter after event	Choice of acknowledgement or logo printed in newsletter after event
<b>PRINT RECOGNITION</b>	Sponsorship mention in Event Press Releases and Radio Spots	Sponsorship mention in Event Press Releases	
	<b>Save the Date</b> — if commitment to sponsor is made by <b>May 14</b> , logo will be printed in our summer newsletter's "Save-the-Date" both in mail and online.		
	<b>Invitation</b> — if commitment to sponsor is made by <b>July 16</b> logo will be printed on invitations both in mail and online.		
<b>DAY OF EVENT RECOGNITION</b>	<b>Full page ad</b> in program booklet, logo on signage and on PowerPoint that will be projected in slideshow during the program	<b>Half page ad</b> in program booklet, logo on signage and on PowerPoint that will be projected in slideshow during the program	<b>Quarter page ad or Logo</b> in program booklet and name mentioned in list that will be projected in slideshow during the program
	Special Sponsorship mention in speech at the event		


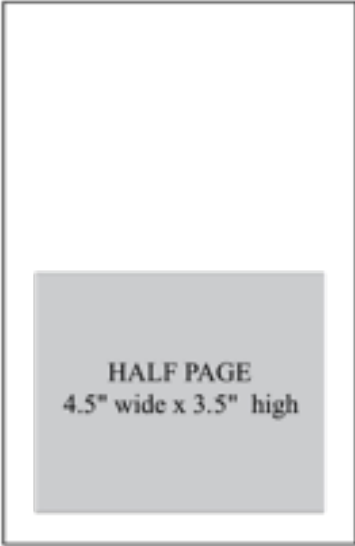

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## Graphic Guidelines

GOLD \$3,000	SILVER \$1,000	BRONZE \$500
		

### **AD SPECS:** For event program

Size: See your sponsor level above.

File type: High resolution (300dpi) PDF or JPG file is preferred. Fonts should be outlined.

(Quarter page ad sponsors may provide a business card to be scanned and inserted in place of their ad.)

Color: black and white

**Deadline:** Friday, September 14, 2018

### **LOGO:** For various promotional elements.

Accepted file types: Vector PDF or EPS file (preferred), High Resolution PNG or JPG (300 dpi).

Color: Please provide both color and black & white files if possible.

**Deadline:** ASAP. Event will be promoted on our website and social media starting in January. Logo will be posted as soon as we receive it.

**ARTWORK SUBMISSION:** You may email your logo and ad files directly to our graphic designer at [carriefishercreative@gmail.com](mailto:carriefishercreative@gmail.com)

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### **Sponsorship Terms & Conditions**

This **SmartStart** Soirée Sponsorship Contract (the "Contract") states the terms and conditions that govern the contractual agreement between \_\_\_\_\_ having its principal place of business at \_\_\_\_\_ (the "Sponsor"), and MLK Montessori School (the "Host") who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting **SmartStart** Soirée, silent and live auctions, on October 11, 2018 (the "Event"); and

WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a "Party" and collectively, the "Parties") covenant and agree as follows:

### **Contribution**

The total contribution provided by the Sponsor is \$\_\_\_\_\_, to be paid in full by September 14, 2018. Make check payable and send to: MLK Montessori School, 6001 South Anthony Blvd., Fort Wayne, IN 46816. You may send this signed agreement with payment or email it in advance to [gmckinney@mlkdreamschool.org](mailto:gmckinney@mlkdreamschool.org)

### **Term/Termination**

This Contract will terminate automatically upon completion of post-event recognition per sponsorship agreement, or December 31, 2018.

### **Changes/Cancellations**

Any changes made to this Contract must be made in writing and signed by all parties. If the Event is canceled, refunds are to be issued to the Sponsor by the Host by November 30, 2018.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Event Host Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This document is private, confidential, and contain valuable information that is for privileged individuals only.

MLK Montessori School © 2018

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