



Dear Sir or Madam,

San Diego French-American School (SDFAS) is pleased to announce its 2015 annual Gala, to be held on the evening of Saturday, March 28, 2015. This year's Gala theme, *Une Nuit au Musée - A Night at the Museum*, will be celebrating life-long learning and excellence in science.

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

- Each year, 45% of our school's new families arrive from other parts of the USA or 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 areas;
- Well-educated, professional individuals, 77% of whom hold post-graduate degrees;
- A culturally diverse student body, enrolling 360 students representing at least 40 different nationalities (a large majority of which is comprised of the top five nationalities: American, French, Mexican, Canadian and Italian).

Your sponsorship package will give you the opportunity to showcase your company's products and/or services among this unique and sophisticated group in multiple venues starting now and for many months after the gala. Some of our Premium Sponsor Packages offer a continued presence in our community throughout special events during the school year (including next fall), allowing you to maximize your company's brand awareness as well as facilitating the acquisition of long-term customer relationships.

Last year's gala was enormously successful in raising money for critical campus improvements and for our vital scholarship program. The success of this year's gala will depend primarily on sponsors like you who lend their names and financial support to our cause.

Please review the enclosed materials for our sponsorship and auction opportunities. It would be greatly appreciated if you could indicate your commitment by March 6, 2015.

Thank you in advance for your consideration and support of San Diego French-American School and its *Nuit au Musée*. We hope you will join us in honoring international education on Saturday, March 28, 2015.

Sincerely,

Jennifer Silver
Gala Chair

Roma Kaul Maxwell
Sponsorship Chair

SDFAS 2015 Gala Sponsor Benefits		Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000
Before the Event	One year recognition & logo on SDFAS website, online auction website and Gala Facebook page	included	included	included	included
	Acknowledgment in printed invitations	included	included	included	included
	Ad in gala catalogue	¼ page	½ page	Full page	Cover Page (choice of inside front, inside back or outside back cover) + company profile or interview inside catalogue
	Marché de Noël (December 4) – Winter Fair - Table and Display	included	included	included	Included (Prominent Position)
	Talent Show (February 12) - Table and Display			Included	Included
	Company Showcase in monthly Gala Newsletter	Ad	Ad	Ad + Company Showcase	Ad + Company Showcase
The night of event	Registration area presence	Signage at entrance	Signage at entrance	Table & Signage for products/brochures & company representatives	Prominent Table & Signage for products/brochures & company representatives
	Complimentary seating to the Gala		2 tickets	4 tickets	6 tickets
	Recognition at Gala Dinner			Name Mention	Name Recognition + Company can give 3 minute presentation

		SDFAS 2015 Gala Sponsor Benefits	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000
The night of event	Corporate logo projection during Gala dinner		Logo projection	Prominent Logo projection	Center Logo Projection/ Logo Signage + Logo on each Table sign + promotional material on each table	
	Logo & inclusion of products and/or literature in 200+ gift bags	included	included	included	included	
After the event	Ad in annual yearbook	Business Card	¼ page	½ page	Full page	
	Back to School Nights (September) – Consists of a presentation of curriculum Sponsor recognition in written materials.	included	included	included	included	
	Kermesse (June 18) - Table & Display at the school's carnival, widely attended by all families. Consists of international food Fair and games for students			Included	Included	
	Opportunity for sponsor to organize custom event for parents on campus. Require school's approval				Included	
	Donors appreciation dinner invitation - event includes all donors of \$2,500 and above (Nov./Dec.)				Included	



SAN DIEGO FRENCH AMERICAN SCHOOL

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SPONSORSHIP FORM FOR ANNUAL GALA FUNDRAISER

DONATIONS ARE TAX DEDUCTIBLE

NON-PROFIT TAX ID# 93-0992063

SPONSOR INFORMATION

Sponsor Name (as it should appear in the auction catalogue):		Sponsor's Address:	
Contact Name for Arrangements:		City:	State: Zip Code:
		Business Phone:	E-Mail Address:
Sponsorship: \$	Home Phone:	FAX #:	Website:

Signature of Sponsor: _____	Date: _____
<input type="checkbox"/> Check box to have an invitation sent to you	

SPONSORSHIP LEVEL

<input type="checkbox"/> Bronze	\$ 500
<input type="checkbox"/> Silver	\$ 1,000
<input type="checkbox"/> Gold	\$ 2,500
<input type="checkbox"/> Platinum	\$ 5,000
<input type="checkbox"/> Event	\$ _____

Publicity Materials:
<input type="checkbox"/> Enclosed
<input type="checkbox"/> Donor will deliver by _____

SDFAS Family Name (for sponsorship credit)

Phone #: _____

(Student name if different from above)
Teacher: _____

Payment:
Amount \$ _____
Charge this amount :
<input type="checkbox"/> Once <input type="checkbox"/> Monthly <input type="checkbox"/> Other, specify month(s)_____
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
Credit Card #: _____
Expiration Date: _____
<input type="checkbox"/> Check enclosed check # _____

Notes:

Please fill out the form accurately in order to receive a tax receipt. All donations to San Diego French-American School auction are tax deductible. SDFAS tax ID number is 93-0992063. Please contact the sponsorship team at development@sdfrenchscool.org for further information. PLEASE submit no later than **Friday, March 6, 2015**.

Auction Committee use only:	Procurement #	Catalog #	Category
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