

Cheers  
↳ TO ↳  
CREATIVITY

**2019 Sponsorship Packet**

*to benefit*

Chattanooga School for the Arts and Sciences

# ***Who | What | When | Where | Why***

The Chattanooga School for the Arts and Sciences PTO will host the second annual Cheers to Creativity event on Saturday, November 16, 2019. This event will showcase the creativity of CSAS faculty and students alongside the delightful food and drinks of Chattanooga vendors.

The CSAS PTO serves to enhance and support the educational experience at CSAS, to develop a closer connection between school and home by encouraging parental involvement, and to improve the environment at CSAS through volunteer and financial support. In this spirit, we invite you to support our mission and values by participating as one of our sponsors. Through sponsorship participation, you will have the opportunity to expose your brand to potential new clients while demonstrating your commitment to Chattanooga community schools.

As a K-12 public school, CSAS will offer your brand consistent exposure to over 1200 students and their families through the school and event websites, multiple active social media platforms, print marketing, athletic events, and weekly email blasts. The CSAS community reaches all corners of Hamilton County as a non-zoned magnet school, so the potential advertisement of your organization is unparalleled. We offer a variety of sponsorship levels to meet any budget and can customize a package to fit your needs.

Proceeds from Cheers to Creativity will benefit ongoing initiatives to support our school and staff, including teacher professional development, campus improvements and enhancements, the subsidy of specialized staff expenses, and our historic auditorium renovation. We look forward to the opportunity to work with you and thank you in advance for your support of magnet public school education in Hamilton County.

## ***Sponsorship Guidelines***

All sponsors will be contacted throughout the event campaign for updated information regarding displays, promotional materials, and attendee information. All attendees must be 21 or older.

All sponsorship materials and payments must be received no later than October 1, 2019. The attached sponsorship agreement must be returned to CSAS PTO along with payment.

CSAS PTO is a tax-exempt organization under section 501(c)3 of the Internal Revenue Code. A formal statement of your contribution will be provided on request. Please consult your tax advisor for details.

# ***Sponsorship Opportunities***

## **Arts & Sciences Sponsor..... \$5,000**

- ❖ Premier event sponsor with event title naming (Ex. “ABC Company presents Cheers to Creativity”)
- ❖ Logo on event signs and promotional materials
- ❖ Premium logo on event logo wall and showcased at cocktail bar(s)
- ❖ Recognition as Arts & Sciences sponsor on website, social media, and email messaging along with a video spotlight of business
- ❖ Option to have on-site presence at the event (ex: in the form of booth for give aways, or other creative ways)
- ❖ Sponsored table at event with 8 tickets

## **Patriot Sponsor..... \$2,500**

- ❖ Logo on event signs and promotional materials
- ❖ Premium logo on event logo wall and showcased at teacher activity booth(s)
- ❖ Recognition as Patriot sponsor on website, social media, and email messaging along with a video spotlight of business
- ❖ Sponsored table at event with 6 tickets

## **Paideia Sponsor..... \$1,000**

- ❖ Logo on event signs and promotional materials
- ❖ Premium logo on event logo wall
- ❖ Recognition as Paideia sponsor on website, social media, and email messaging along with a video spotlight of business
- ❖ 4 tickets to event

## **3<sup>rd</sup> Street Sponsor ..... \$500**

- ❖ Logo on event signs and promotional materials
- ❖ Premium logo on event logo wall
- ❖ Recognition as 3<sup>rd</sup> Street sponsor on website, social media, and email messaging along with a video spotlight of business

**Wyatt Hall Sponsor..... \$250**

- ❖ Logo on event signs and promotional materials
- ❖ Premium logo on event logo wall
- ❖ Recognition as Wyatt Hall sponsor on website, social media, and email messaging

**Riverside Sponsor..... \$100**

- ❖ Logo on event signs and promotional materials
- ❖ Recognition as Riverside sponsor on website, social media, and email messaging

# Sponsor Agreement Form

Please print all information as you would like it to appear in printed and digital materials. Please note that CSAS PTO and Cheers to Creativity cannot be responsible for any copy errors. All signed agreements and payments must be received by October 15, 2019, for sponsor name and logo to be included in promotional materials.

Please mail or deliver your completed agreement form and payment to:

**CSAS PTO**  
**Attn: Cheers to Creativity**  
**865 East 3<sup>rd</sup> Street**  
**Chattanooga, TN 37403**

Sponsor Name:

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Address:

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Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email:

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Preferred Contact Person:

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Preferred Contact Method:

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Person Responsible for Accounts Payable:

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Sponsorship Level:

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Please initial the following statements:

\_\_\_\_\_ I understand what is included in my Sponsorship Package.

\_\_\_\_\_ I agree to provide a high-resolution logo to CSAS PTO for advertising.

\_\_\_\_\_ I understand all payments must be made in full by October 15, 2019.

Authorized Name:

\_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date:

\_\_\_\_\_

# Gift In-Kind Agreement Form

Please print all information as you would like it to appear in printed and digital materials. Please note that CSAS PTO and Cheers to Creativity cannot be responsible for any copy errors. All signed agreements and payments must be received by October 15, 2019, for donor name and logo to be included in promotional materials.

Please mail, deliver, or email your completed agreement form to:

**CSAS PTO**

**CSASPTO@gmail.com**

**Attn: Cheers to Creativity**

**865 East 3<sup>rd</sup> Street**

**Chattanooga, TN 37403**

Donor Name:

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Address:

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Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email:

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Preferred Contact Person:

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Preferred Contact Method:

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Please describe the item(s) you will be providing and value:

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Please indicate if you will be delivering the item(s) or if CSAS PTO should arrange pick-up:

\_\_\_ Delivery    Date: \_\_\_\_\_ Location: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_ Pick-up    Date: \_\_\_\_\_ Location: \_\_\_\_\_  
\_\_\_\_\_

Please initial the following statements:

\_\_\_\_\_ I understand that donated items become the property of CSAS PTO.

\_\_\_\_\_ I agree to send CSAS PTO any promotional/marketing materials needed by the set deadline of my in-kind agreement.

Authorized Name:

\_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date:

\_\_\_\_\_