



## 2020 St. John School Auction and Gala Dinner Business Sponsorship

The St. John Auction & Gala Dinner is the school's largest fundraiser, directly impacting the everyday running of the school. This year's 35<sup>th</sup> annual auction offers you the chance to showcase your support of St. John School and its community.

Sponsorship of the Auction provides your company with an opportunity for visibility and exposure at the event itself, in our auction catalog, and in our online community. Your sponsorship contribution helps to underwrite the event costs allowing more of the Auction proceeds to support St. John School and our tradition of educational excellence.

Sponsorship Level	Benefits
<p><b>Class President</b></p> <p><b>\$10,000</b></p> <p><del>(1 available)</del></p> <p><b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• Auction Premier Sponsor               <ul style="list-style-type: none"> <li>○ Advertisement on Auction Catalog cover (front/back) *</li> <li>○ <b>Logo/Company name on auction night bid cards</b></li> <li>○ Logo on banner <b>prominently</b> displayed at school during auction week</li> <li>○ Tickets to the Gala Dinner (Table/10)</li> </ul> </li> <li>• Slide show and verbal recognition by the auctioneer during the Live Auction</li> <li>• Company name and/or logo displayed on electronic media including the online bidding site, Auction website, Facebook</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>
<p><b>Quarterback</b></p> <p><b>\$5,000</b></p> <p><del>(1 available)</del></p> <p><b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• Silent Auction Sponsor               <ul style="list-style-type: none"> <li>○ Company Name/Logo listed on all bid sheets and signage</li> <li>○ Company Name on pens at Silent Auction (Company to provide)</li> </ul> </li> <li>• Tickets to the Gala Dinner (6)</li> <li>• Full-page, color advertisement in the Auction Catalog*</li> <li>• Slide show and verbal recognition by the auctioneer during the Live Auction</li> <li>• <b>Logo/Company name on silent auction sheets and pens</b></li> <li>• Logo on banner <b>prominently</b> displayed at school during auction week</li> <li>• Company name and/or logo displayed on electronic media including the online bidding site, Auction website, Facebook</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>

Sponsorship Level	Benefits
<p><b><i>Cheerleader</i></b></p> <p><b>\$2,500+</b></p> <p><b>(3 available)</b></p>	<ul style="list-style-type: none"> <li>• Tickets to Gala Dinner (4)</li> <li>• Full page color advertisement in the Auction Catalog *</li> <li>• Slide show and verbal recognition by the auctioneer during the Live Auction</li> <li>• UBER gift card for transportation to and from the Live Auction</li> <li>• Company name/Logo recognition on auction reusable shopping bag sent home with all auction purchases</li> <li>• Logo on banner displayed at school during auction week</li> <li>• Company name and/or logo displayed on electronic media including the online bidding site and Auction website, Facebook</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>
<p><b><i>Drum Major</i></b></p> <p><b>\$1000+</b></p>	<ul style="list-style-type: none"> <li>• Tickets to Gala Dinner (2)</li> <li>• Half-page advertisement in the Auction Catalog *</li> <li>• Slide show during the Live Auction</li> <li>• <b>Logo/Company name displayed on table tents for all tables at Gala Dinner</b></li> <li>• Logo on banner displayed at school during auction week</li> <li>• Company name and/or logo displayed on electronic media including the online bidding site and Auction website, Facebook</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>
<p><b><i>Yearbook Editor</i></b></p> <p><b>\$500+</b></p>	<ul style="list-style-type: none"> <li>• One-third page advertisement in the Auction Catalog*</li> <li>• Company name and/or logo displayed on electronic media including the online bidding site, auction website, Facebook</li> <li>• Logo on banner displayed at school during auction week</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>
<p><b><i>Team Mascot</i></b></p> <p><b>\$250+</b></p>	<ul style="list-style-type: none"> <li>• Quarter-page advertisement in the Auction Catalog</li> <li>• Logo on banner displayed at school during auction week</li> <li>• Recognition in NewsViews</li> </ul>
<p><b><i>Color Guard</i></b></p> <p><b>\$100</b></p>	<ul style="list-style-type: none"> <li>• Business as sponsor listed in Auction Catalog</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>

<b>A La Carte Levels</b>	<b>Benefits</b>
<p><b>Bar and VIP Gift Sponsor</b>  <b>\$5000</b>  <del>(1 available)</del>  <b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• Sponsor's name and/or logo will appear on plastic cups used at all bars throughout the Auction and be posted on all the Auction bars.</li> <li>• Sponsor's name and/or logo will appear on the VIP Gift that is given to attendees who purchase a VIP/upgraded Auction ticket</li> <li>• Tickets to the Gala Dinner (6)</li> <li>• Full-page, color advertisement in the Auction Catalog*</li> <li>• Slide show and verbal recognition by the auctioneer during the Live Auction</li> <li>• Logo on banner <b>prominently</b> displayed at school during auction week</li> <li>• Company name and/or logo displayed on electronic media including the online bidding site, Auction website, Facebook</li> <li>• Recognition in NewsViews and weekly Fundraising emails</li> </ul>
<p><b>After Party Sponsor</b>  <b>\$1750</b>  <del>(1 available)</del>  <b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• All of the benefits of the \$1000 level</li> <li>• In lieu of table tents, sponsor's name and/or logo will be displayed during the After Party and will be recognized as the exclusive "After Party Sponsor" in all Auction materials.</li> </ul>

\*All print advertising subject to a printing deadline of February 13, 2020.

***If you sign up to be an Auction sponsor before Wednesday, December 20, 2019, you will receive a 10% discount on the sponsor fee.***

If you have any questions after reviewing the sponsorship levels above, please contact the Auction Team via email at [fundraising@st-johnschool.org](mailto:fundraising@st-johnschool.org). Your contributions may be tax-deductible. **St. John's tax ID is #91-0577482.** We are an IRS designated 501(c)(3) non-profit organization. Please contact your tax advisor for tax deduction advice.

# 2020 Auction and Gala Dinner Business Sponsorships

	Class President <b>\$10,000</b>	Quarterback <b>\$5,000</b>	Cheerleader <b>\$2,500</b>	Drum Major <b>\$1,000</b>	Yearbook Editor <b>\$500</b>	Team Mascot <b>\$250</b>	Color Guard <b>\$100</b>
<b>Tickets to the Gala Dinner</b>							
<i>April 3, 2020   Fremont Studios</i>							
	10 VIP tickets	6 VIP tickets	4 tickets	2 tickets			
<b>Advertisement in Auction Catalog</b>							
	Front and back cover	Full page, color	Full page, color	Half page	One-Third page	Quarter page	Listed as sponsor
<b>Online Recognition</b>							
Online bidding site	✓	✓	✓	✓	✓		
Auction website	✓	✓	✓	✓	✓		✓
Facebook	✓	✓	✓	✓	✓		✓
NewsViews	✓	✓	✓	✓	✓	✓	✓
<b>Advertising at Auction Gala</b>							
Slide Show	✓	✓	✓	✓			
Verbal Recognition by Auctioneer	✓	✓	✓				
Bid Cards	✓						
Silent Auction Sheets & Pens		✓					
<i>Table Tents</i>				✓			
<i>Auction Take Home Bag</i>			✓				
<b>Logo on Auction Banner Displayed During Auction Week</b>							
	✓ Prominent placement	✓ Prominent placement	✓	✓	✓	✓	