

## ANNUAL HES PTA FALL FESTIVAL NEWS!!!!

Dear Hammond ES Community,

The Parent Teacher Association (PTA) of Hammond Elementary School (HES) is excited to prepare once again for our annual Fall Festival. This year we are adding more interactive games, a silent auction/raffle, and family friendly shows for kids and adults of all ages to enjoy!!

The Fall Festival is scheduled for the evening of **Friday, September 29, 2017** (with a rain date of October 6th) from 4-7pm at Hammond Elementary school. All proceeds of this annual event will support the HES PTA's mission to promote and enhance our children's highly rated quality education. HES PTA supports many programs and events. Below are just a few:

- Staff Appreciation and Staff Reimbursement Programs
- Grade Level In-House field trips and presentations
- School based programs like Fall Fun Run, Field Day, and Cultural Art Assemblies

### Sponsorship Options Available

This year we are asking all local businesses in the area consider sponsoring a station at the Festival. **We have a limited number of these sponsorship opportunities and will award them on a first come first serve basis.** Please do not wait to commit. Business are welcome to sponsor any or all of the following ways:

<b>\$300 Sponsor</b>	<b>\$600 Sponsor</b>
Signage and Promotional Materials at one activity/game station	Signage and Promotional Materials at high traffic stations (i.e. Concessions)
	Direct marketing by the PTA promoting your business on flyers, school newsletters, and related media through school community, over 650 families.

### Silent Auction/Raffle

If your business offers a good, service, or experience that you are willing to donate please do so!! All silent auction/raffle items will be on display near the Festival entrance to ensure that all attendees have a chance to see what great opportunities your local businesses have to offer. We request that **all contributions and commitments of donations are delivered by September 1, 2017.**

We look forward to working with you as a community partner and seeing your name associated with Hammond Elementary School this year! If you would like to become a sponsor or donate an item or have questions or need additional information, please contact us!

The Hammond Elementary PTA is a registered 501C organization and any donation would be for the strict benefit of the school and could be tax deductible, please consult your tax advisor.

Thank you very much in advance for your consideration and support of the staff and students at HES.

Sincerely,

**Stephanie Jones**, Fall Festival Co-Event Manager  
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443-226-4254

**Erin Roberts**, Fall Festival Co-Event Manager  
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443-253-1654

# FAQs

## **Why Sponsor the Hammond ES PTA Fall Festival?**

As a publicly funded school, Hammond ES relies upon its local community and its families to join in the effort to raise revenue for school facilities, instructional programs, social services, and educational materials. Please take a few minutes to review the following information about how your business, organization, or family can become a partner with The Hammond ES PTA Fall Festival.

## **Sponsorships are Good Business**

Corporate sponsorships are good business and an excellent way to "give back" to the community. As a sponsor of the Hammond ES PTA Fall Festival, your company will realize tangible marketing benefits in return for your sponsorship investment. By supporting one of the community's educational institutions you will have the opportunity to introduce your business to hundreds of local families.

## **High Market Potential and Ideal Demographics**

Our school families, community members and Fall Festival attendees represent a significant customer base of patronage for many local businesses. These groups represent consumers of educational, financial, real estate, legal, orthodontic, home improvement, restaurant, and other services. Our typical audience member is a resident of Laurel with disposable income that seeks to support local businesses.

## **Your Sponsorship Dollars are Well Spent**

100% of the Fall Festival profit dollars go toward continuing education in the areas of mathematical sciences, foreign language, language arts development, social sciences, and other key development staples that help the Hammond ES students become productive future leaders and members of our community.

## HES Fall Festival Commitment Form

We are excited and proud to partner with Hammond Elementary School's PTA!

We will be happy to do the following:

\_\_\_ Sponsor a High-Traffic Station at The Fall Festival for \$600 and/or

\_\_\_ Sponsor a Station at The Fall Festival for \$300 and/or

\_\_\_ Donate Goods/Services for The Silent Auction (List Below)

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\_\_\_ Make a Cash Donation in the amount of \_\_\_\_\_.

Company Details: \_\_\_\_\_

Name of Sponsorship Partner and Contact Information: \_\_\_\_\_

Name of Responsible Party: \_\_\_\_\_

Title of Responsible Party: \_\_\_\_\_

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Signature of Responsible Party

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Date

All Donations and/or Goods will be delivered by **September 1, 2017** to the Hammond Elementary School PTA at 8110 Aladdin Drive Laurel, MD 20723