



# BECOME A 2020-21 BAY LAUREL SPONSOR



## WHY BECOME A SPONSOR OF BAY LAUREL?

Bay Laurel Elementary is a public school in the city of Calabasas and is proud to be a California Distinguished School. It relies upon its local community and its families to join in the effort to raise additional revenue for school equipment, instructional programs, specialized learning programs, and educational materials that are not state-funded.

100% of your 2020-21 Bay Laurel Sponsorship dollars will go towards funding an exceptional education for our students, primarily in (but not limited to) the areas of visual & performing arts instruction, physical education, and other key development staples that help the students of Bay Laurel become productive members of our community.

## WHAT DO I GET AS A SPONSOR?

Increased exposure for your business to over 500 families on a daily basis. Our prominent digital billboard is seen regularly by our families and seen by the public when our school is open for community events. Bay Laurel families support businesses that care enough to support their children's education, which leads to increased awareness for your business.

## 2020-21 SPONSOR LEVELS

### **MARQUEE + DIGITAL**

**\$1,500 for the School Year**

Premium placement of digital banner on our full-color marquee  
Premium/clickable promotional placement in all weekly newsletters, on the PFA Website,  
and in our Digital School Directory.

### **MARQUEE ONLY**

**\$1,000 for the School Year**

Digital banner placement on our full-color marquee

### **DIGITAL ONLY**

**\$500 for the School Year**

Clickable promotional placement in all weekly newsletters, on the PFA Website,  
and in our Digital School Directory.

**MARQUEE + DIGITAL**

**YES! I want to be a Marquee + Digital Sponsor for 2019-20! (\$1,500, 10 months or \$150/month)**

- Sponsor-provided digital banner file will be uploaded and displayed on the digital marquee on Bay Laurel’s campus.
- Your clickable promotional image (image size: 300x250px ONLY) included in all PFA eNewsletter communications, which include the weekly email blast to parents and the monthly newsletter.
- Your clickable 300x250px promotional image will be included on the “Company Sponsorships” page of the Bay Laurel PFA website.
- Completed image and company URL/website link to be provided by sponsor, within 14 days of sponsorship commitment
- Digital banners will be shown in the order payment is received.
- Sponsor’s name/logo displayed in the new Digital School Directory App, which is utilized regularly by all opt-in families at Bay Laurel.
- Dedicated “Thank You Sponsor” post on the Bay Laurel PFA Instagram handle (@baylaurelpfa) featuring your business.

**YES! I want to be a Marquee + Digital Sponsor for ONE MONTH in 2019-20! (\$150/month)**

- Same as full-year Marquee Plus Digital Sponsorship option above, EXCEPT your promotional image will be included in the weekly PFA eNewsletter, your digital banner will be displayed, and your Digital Directory name/logo will be displayed for ONE MONTH, instead of the full school year.

**MARQUEE**

**YES! I want to be a Marquee Only Sponsor for 2019-20! (\$1,000, 10 months or \$100/month)**

- Digital Marquee banner sponsorship only
- Sponsor-provided digital banner file will be uploaded and displayed on the digital marquee on Bay Laurel’s campus.

**YES! I want to be a Marquee Only Sponsor for ONE MONTH in 2019-20! (\$100/month)**

- Same as full-year Marquee Only Sponsorship option above, EXCEPT your digital banner will be displayed on the marquee for ONE MONTH, instead of the full school year.

**DIGITAL**

**YES! I want to be a Digital Only Sponsor for 2019-20! (\$500, 10 months or \$50/month)**

- Online-only sponsorship option
- Your clickable promotional image (image size: 300x250px ONLY) included in all PFA eNewsletter communications, which include the weekly email blast to parents and the monthly newsletter.
- Your clickable 300x250px promotional image will be included on the “Company Sponsorships” page of the Bay Laurel PFA website.

Enclosed is a check for full payment, made to “Bay Laurel PFA”

I’d like to use a credit card (please complete the credit card information below, then submit via email to the Bay Laurel Sponsorships Team ([baylaurelsponsorships@gmail.com](mailto:baylaurelsponsorships@gmail.com))).

Name \_\_\_\_\_

Business Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

**PLEASE RETAIN THIS PORTION FOR YOUR RECORDS**

**BAY LAUREL PFA 501(c)3 TAX ID # 95-4378605**

**DONATION AMOUNT: \$ \_\_\_\_\_**

**CHECK #: \_\_\_\_\_**