COMMUNITY SPONSORSHIP PROGRAM 2013-2014

Thank you for your interest in Valley View Elementary School's COMMUNITY SPONSORSHIP PROGRAM!

Located in the Hollywood Hills, Valley View Elementary (K-6) boasts a dedicated teaching staff and PTA, a culturally diverse population, and small student body. Our academic program ranks us well above the statewide average. In addition, Valley View has placed special emphasis on the arts and has been able to offer students in all grades a variety of classes in fine art, music, and dance.

Valley View Elementary, as many other schools, has been severely impacted by drastic budget cuts. Our families have been extremely generous, but it is critical that we reach out to our community in order to meet our financial needs. Donations keep our library open, provide proper supervision in the classroom and play yard, keep our children up to date on technological advances, and fund field trips and other enrichment activities that encourage learning outside the classroom and community engagement.

The following pages outline our **COMMUNITY SPONSORSHIP PROGRAM**. We offer a variety of packages to meet most budgets. This is an excellent opportunity to promote your business to a highly sought after demographic – parents – while supporting local education. Please remember that LAUSD prohibits traditional advertising through schools so this is the only way to reach this population.

This year, we are introducing a print ***Business Directory*** that will be distributed at no charge to the families in our school and to our neighbors. It will also be published online for those who visit our website. In addition to the Business Directory, we offer a banner program, as well as logo placement on our website and in our newsletter. Should you have another form of sponsorship in mind, please contact me at fundraising@valleyviewelementary.org and I will gladly discuss it with you.

Thank you for your interest in our school!

Lucie Murray
Fundraising Chair

Valley View Elementary School PTA
SPONSORSHIP PACKAGES

	FANS **$100**	**FAMILY** **$100** *Available to Valley View Family owned and managed businesses only*	**WALK OF FAME** **$250**	**RED CARPET** **$500**	**THE ACADEMY** **$750**
Biz Directory	Text Listing includes name, type of business, website, address and phone.	Listing plus Half Page Ad	Listing plus Half Page Ad	Listing plus Full Page Ad	Listing plus Full Page Ad
Parent Newsletter	No	1 week – all family owned and managed businesses will be listed in one newsletter (deadline applies)	1 month – logo and link will be listed in sidebar	3 months – logo and link will be listed in sidebar plus feature article in one newsletter	Entire school year - Logo and link in side bar plus feature article in one newsletter
Website	Text Listing and link on Partner Page (no logo or link) for entire school year	Text Listing and link on Partner Page (no logo or link) for entire school year. Includes notation that this is a VVE family business.	Logo and link on Partner Page for entire school year	Top placement - Logo and link on Partner Page for entire school year and on the Home Page for 2 weeks.	Premium placement - Logo and link listed at the top of the Partner Page for entire school year and on the Home Page for one month.
Signage at Spring Fling or equivalent event	No	No	No	Yes	Yes
Banner on Woodrow Wilson	No	No	No	No	Yes
Flier Distribution to all VVE families	No	No	No	No	Yes

- *Valley View Elementary family owned or managed businesses may take advantage of all levels of sponsorship. These business will be highlighted as appropriate.*

Valley View Elementary School PTA
SPONSORSHIP PACKAGES DEFINED

BUSINESS DIRECTORY – 500 pieces to be printed and distributed to Valley View Families as well as to neighbors and businesses. Directory is 5.5 x 8.5. Black & White with Full Color Cover. Full Page is 5.5 x 8.5 inches. Half Page is 5.5 x 4.25 inches.

> "Listing" is text reference to the business that includes the business name, type of business, address, website, and phone number.
>
> Family owned and managed businesses will be noted in the directory

PARENT NEWSLETTER – weekly newsletter to current parents and alumni families.

WEBSITE – All community sponsors will be listed on the Partners Page of the Valley View website with top sponsors getting a linked logo at the top of the page. Premium sponsors will have a Home Page listing for a specified amount of time.

SIGNAGE – 11x17" full=color poster to be displayed at events such as Spring Fling (March 2014), in association with a booth or activity. Business may opt to host a booth with an activity (must provide all supplies and equipment) with approval from PTA President and Event Chair.

BANNER – 3x2 ft full-color banner to be hung at our Woodrow Wilson gate for the duration of the school year (ending in June 2014). Print-ready art work must be provided in electronic format and sized correctly. Valley View PTA will incur the cost of one vinyl banner. Art work is subject to approval.

FLIER DISTRIBUTION – one time distribution of approximately 250 paper fliers or brochures (no larger than 8.5x11" flier) to all students currently enrolled at Valley View Elementary School. Flier may be black and white or color, and must be provided by the business. Copy MUST be approved in advanced. Date of distribution is subject to approval by Principal and PTA President.

Valley View Elementary School does not endorse any business, service or product. We reserve the right to refuse funds from any entity that does not align with the values of our PTA, school, or the School District.

Valley View Elementary School PTA
ABOUT OUR NEIGHBORHOOD

Valley View Elementary School's home zone includes the highly desirable Lake Hollywood and Hollywood Hills East neighborhoods. Located on the Cahuenga Pass, the Valley View community consists of approximately 250 diverse students. These families and the surrounding Valley View neighbors in zip code 90068 represent much sought-after clients for your business.

Key Demographic Information:*

- The 90068 neighborhood is described as 'urban sophisticate', and is calculated to be among the 15% highest income neighborhoods in America.
- Residents have neighborhood longevity, with over 47% living in the same place for 5+ years
- Roughly 62% of residents work in executive, management, and professional occupations; over 22% of residents work in sales and office jobs.
- Educational achievement has high priority: 35% of residents report a Bachelor's degree and approximately 20% report a graduate or professional degree.
- 82% report using a private vehicle to commute for work.
- Median resident age is 38.

Sources: Neighborhood Scout and ZipSkinny.

Valley View Elementary School PTA
COMMUNITY SPONSORSHIP APPLICATION

DEADLINE FOR INCLUSION IN THE BUSINESS DIRECTORY IS NOVEMBER 22, 2013

Yes, I would like to sponsor the Valley View Elementary School at the following level:

- ☐ **$100 – (Family Owned or Managed Businesses ONLY)**
- ☐ **$100 -** FANS
- ☐ **$250** – WALK OF FAME
- ☐ **$500** – RED CARPET
- ☐ **$750** – THE ACADEMY

Contact Name: _____

Company Name: _____

Type of Business or Service: _____

Billing Address: _____

Address 2: _____

Phone: _____

Email: _____

Website: _____

- ☐ *This is a Valley View Elementary Family **Owned** business*
- ☐ *This is a Valley View Elementary Family **Managed** business*

Please write your business name as you would like it to appear in all materials:

Please return this form with check made out to *Valley View Elementary PTA*

C/O COMMUNITY SPONSORSHIP PROGRAM
Valley View Elementary PTA
6921 Woodrow Wilson, LA, CA 90068

Please send your JPEG file logo or questions to fundraising@valleyviewelemtary.org
if you do not have an electronic logo, please submit a business card with your payment