



June 20, 2019

Dear Business Owner,

We are writing on behalf of the Henry W. Longfellow Elementary PTA, a dedicated group of individuals that work diligently for the benefit of nearly 1,000 students in grades TK-5 at Longfellow Elementary School, a California Distinguished School located in the Bixby Knolls area of Long Beach. One of our main missions is to enhance our students' education by providing programs and events, such as: music education, field trips, family STEM night, and classroom enhancements. In order to provide these valuable programs for our deserving students, the PTA must fundraise. For this reason, we are reaching out to you to establish/maintain a mutually beneficial partnership with your local business.

There are two different ways you can offer support:

- Business Sponsorships – see attached flyer for the details
- In-kind Donations – gift certificates, food, prizes, prize sponsorship, party for a limited number of students at your place of business, etc.

We have two fundraisers during the year that support the many programs sponsored by the PTA: Harvest Festival to be held on November 2, 2019 and Jogathon, coming in March 2020. In-kind donations are used at one or both of these events as silent or live auction items, in a raffle, or as prize incentives. Great prizes provide positive motivation for our students!

Depending on the type of sponsorship you choose, some of the ways your business will be promoted to our 1,000+ student body may include:

- acknowledgement in our Longfellow LINK newsletter
- advertisement on the Longfellow PTA Facebook page and website
- endorsement during the event(s)
- your business logo printed on event t-shirts

If you are unsure of what in kind donation you can offer, we are happy to help you with suggestions that would work best for your business.

Consider taking advantage of this opportunity to both benefit your business and to give back to the community by supporting Longfellow Elementary School. Please note we are a 501(c)(3) organization and all donations are tax deductible. Tax Identification Number is available upon request. Feel free to contact us with any questions.

Sincerely,

Mary Yung
Longfellow PTA President
president@LLongfellowPTA.org

Jean Buchanan
VP Longfellow PTA Ways & Means
jean@buchananrealtors.com



Business Sponsorship Program

The Henry W. Longfellow Elementary PTA will continue its popular and successful Business Sponsorship Program in the 2019/2020 academic year. This mutually beneficial program offers various opportunities for the local community to support our Longfellow children.

The mission of the PTA is to positively impact the lives of all children and families through representation, empowerment, and support with skills in advocacy, leadership and communication. All funds raised through these sponsorships will be used to support the following programs for each of the 1,000 Longfellow students:

- Ensure that each student is able to participate in one fully funded field trip
- Classroom enhancements funds for each teacher
- Enhanced music education program
- Reward books for monthly reading accomplishments
- Meet the Masters art program
- And so much more
- Technology enhancements

Sponsorship Levels

Paw Sponsorship - \$100	Roar Sponsorship - \$250	Pride Sponsorship - \$500
<ul style="list-style-type: none"> • Business recognition on PTA website • Business recognition on Facebook 	<ul style="list-style-type: none"> • Business recognition on PTA website • Business recognition on Facebook • Business recognition in Longfellow LINK newsletter • Business name on the back of Harvest Festival (Fall) and Jogathon (Spring) t-shirts as a sponsor 	<ul style="list-style-type: none"> • Business recognition on PTA website • Business recognition on Facebook • Business recognition in Longfellow LINK newsletter • Business name on the back of our Harvest Festival (Fall) and Jogathon (Spring) T-shirts as a sponsor. • Business provided banner displayed on school fence.

Longfellow Elementary PTA is a 501c non-profit organization (95-6206358).

Custom sponsorship packages can also be created. We welcome the opportunity to discuss how we can customize a package to fit your business needs.

We appreciate your support of our Longfellow Lions and look forward to supporting your business!

Jean Buchanan
 VP Ways & Means
 Longfellow Elementary PTA



Business Sponsorship Program Commitment

Business Name: _____

Contact Person: _____

Address: _____

E-mail: _____ Phone: _____

Facebook Page: _____ Website: _____

BUSINESS SPONSORS:

Paw Sponsorship - \$100 Roar Sponsorship - \$250 Pride Sponsorship - \$500

I am interested in a custom sponsorship package. Please contact me.

_____ I would like to receive a free t-shirt with my business logo on the back (Roar and Pride Sponsorship only).
Please circle size (adult men's cut): S M L XL 2XL

IN-KIND DONATIONS:

I would like to contribute the following in-kind donation _____

Enclosed Please pick up on or after (date) _____

Please return this form with your donation to the Longfellow Elementary PTA box located in the main office, or mail to:

PTA Sponsorship Program - Jean Buchanan
% Longfellow Elementary
3800 Olive Ave
Long Beach, CA 90807

Thank you for supporting our Longfellow Lions!