

FIESTA

Children's Day School's Annual Community
Celebration and Auction



2017 Event Sponsorship Proposal

Friday, March 24 | Bimbo's 365 Club

Corporate Sponsorship

Fiesta: CDS' Annual Spring Auction & Community Celebration

Who are we? Children's Day School is an independent co-educational school for students in preschool through eighth grade. With two campuses, the CDS footprint is an integral part of the Mission Dolores neighborhood. Our founding campus is located in San Francisco at 333 Dolores Street and our newly acquired and renovated middle school is located just down the street at 601 Dolores. Having our campuses in such close proximity, and in the heart of the Mission Dolores neighborhood, helps us further our mission of having an immediate impact on our community.



What is Fiesta?



On March 24, 2017, CDS will hold Fiesta, our annual community benefit auction at Bimbo's 365 Club. This event, which includes an online, silent and live auction, directly benefits CDS' sliding scale tuition. Each year over \$2.5 million is awarded – and 30% of students receive sliding scale tuition. CDS is proud to be a leader in socioeconomic diversity among San Francisco independent schools, and with Fiesta's efforts to raise hundreds of thousands of dollars each year for sliding scale tuition, CDS can continue to be accessible and affordable to families from a broad range of economic circumstances in the Mission District and beyond.

Benefits of your support

By helping to sponsor this event you help ensure that all net proceeds are used to support sliding scale tuition. Additionally, it offers wonderful benefits and visibility, through printed and online materials, to our sponsors as the event will attract around 400 community members attending in addition to over 1000 alumni parents and grandparents.

Please complete and return the enclosed sponsorship form and your promotional materials by February 27, 2017 in order to have your organization listed in the auction program.

CDS is a 501(c)(3) organization and your donation is tax deductible to the extent allowed by law. CDS' federal tax identification number is 94-3248631.



Fiesta 2016 Demographics



215

Over 215 items donated and/or solicited by our community



\$310K

Last year we netted over \$310,000 to benefit sliding scale tuition



300+

Attendees from our community, including families, faculty and staff, and our board



20

20 San Francisco zip codes represented, plus Alameda, Contra Costa and San Mateo counties



19%

families from Mission, Bernal Heights neighborhoods



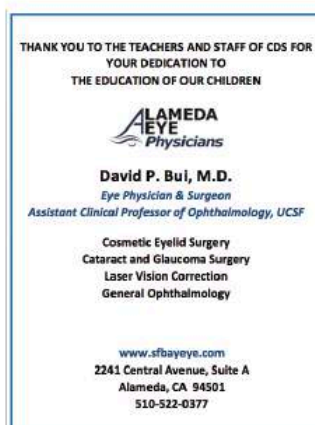
24%

families from Noe Valley, Castro, Glen Park neighborhoods

Past Sponsors & Event Marketing Highlights



Fiesta Auction Catalog





2017 Auction Sponsorship Levels and Underwriting Opportunities

On March 24, 2017, CDS will hold Fiesta, our annual community benefit auction at Bimbo's 365 Club. This event, which includes an online, silent and live auction, directly benefits CDS' sliding scale tuition.

2017 Sponsorships

Sponsorships are vital to the success of CDS' auction. As a sponsor, you and those you invite will be our special guests for the evening. Your sponsorship donation, excluding the value of goods and services (\$150 per ticket), may be tax deductible and helps underwrite the event.

☐ **Rock & Roll Hall of Fame Sponsor - \$10,000**

- Two-page spread in auction program & recognition at event
- Prominent listing on online auction page and in the auction program
- Brand promotion on auction paddle
- Reserved front row table for 10 guests (or table of your choosing)
- A magnum of champagne

☐ **Grammy Winner Sponsor - \$5,000**

- Full-page ad in auction program
- Prominent listing on online auction page and in the auction program
- Brand promotion on auction paddle
- Reserved front row table for 10 guests (or table of your choosing)
- A magnum of champagne

☐ **Platinum Record Sponsor - \$2,500**

- Half-page ad in auction program
- Prominent listing on online auction page and in the auction program
- Reserved premium table for 4 guests
- A bottle of champagne

2017 Underwriting Opportunities

Underwriting is another way to support the auction and help cover expenses, thereby increasing the event's proceeds to benefit sliding scale tuition. Underwriting donations are 100% tax deductible.

☐ **Satisfaction: Dinner Underwriter -\$5,000**

☐ **Pour Some Sugar on Me: Dessert & Coffee Underwriter - \$2,500**

☐ **Paperback Writer: Printing Underwriter - \$3,000**

Auction Catalogue, auction paddle

☐ **Shake Me All Night Long: Entertainment Underwriter- \$2,000**

Underwrite the band and DJ for the auction

☐ **Brass Monkey: Cocktail & Wine Underwriter -\$1,000 each**

Metallica Martini, Welcome to the Jungle Juice Mocktail, Red Wine, White Wine, Bubbles

☐ **We Are the Road Crew: Decorations & AV Underwriter - \$1000 each**

☐ **Teenage Fan Club: Faculty Ticket Underwriter - \$1,000**

☐ **Fans of CDS – Any Amount**

Sponsors and Underwriters at the \$1,000 level and above will be listed in the auction program and will have the option of a quarter page ad in the auction program. **Must be received by February 27, 2017**



Sponsor and Underwriter Information

☐ **Employer Match:** My sponsorship will be matched by my employer _____

☐ Enclosed is a check in the amount of \$_____ payable to Children's Day School.

☐ Please charge \$_____ to my credit card: _____
CC # _____ Exp. Date _____

Name: _____

Address: _____

Phone: _____ Email: _____

Name(s) as you prefer to be listed on acknowledgements/materials: _____

Ad Specs

\$10,000 Sponsorship Level – Two Full Pages - 6" wide x 7.5" tall

\$5,000 Sponsorship Level - Full Page - 6" wide x 7.5" tall

\$2,500 Sponsorship Level - Half Page - 6" wide x 3.625" tall

\$1,000 Sponsorship Level - Quarter Page - 2.75" wide x 3.625" tall

Please attach your logo/artwork/photo or email it to simoneo@cds-sf.org in JPEG format and return this form with your check by February 27, 2017 to: Simone Octigan, Annual Fund and Special Events Manager

Children's Day School 333 Dolores Street, San Francisco, CA 94110 - (415) 861-5432 x357
CDS is a 501(c)(3) organization and your contribution is tax deductible to the extent allowed by law. CDS's federal tax identification number is 94-3248631.

Thank you for supporting Children's Day School