



# Give Boldly!

## Community Partner Sponsor Packet

SPONSORSHIP INFORMATION  
2022-2023

School Fuel is a 501(c)(3) nonprofit foundation formed in 2003 by parents and community leaders.

## Our mission is to elevate educational opportunities for all Novato public school students.

To help achieve this goal, we raise funds each year to provide programs for all NUSD schools.

Our programs provide opportunities for all students to shine, offer learning enrichment, showcase student talent, respond to educational needs, and foster a love of learning.

School Fuel's grants champion innovation, creativity, and inclusion in all schools.



For 20 years, parents, community members, and local business partners have supported Novato students with essential programs that our schools cannot afford. These additional learning opportunities and supports include:

- Music
- Visual Arts
- Performing Arts
- Literacy
- Wellness
- Science
- Academic Competitions
- Marin MOCA Art Program
- Math
- Technology
- Student Engagement, Clubs, Leadership
- Library Books & Materials
- Field Trips
- Academic Support

We do all of this with volunteer leadership and generous community business partners and families.



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### We ask that you get involved.

Your business can play a vital role in supporting our schools through this Community Giving campaign. Together we can significantly impact the lives of over 7,400 students.

Show your support and receive year-long recognition by becoming a Community Partner.

You can give at any of the following levels and receive the associated promotional benefits. We welcome gifts of any amount, so please donate at any amount your business can support!

**LEAD PARTNER \$15,000**

**LOCAL HERO PARTNER \$10,000**

**GOLD PARTNER \$5,000**

**SILVER PARTNER \$2,500**

**BRONZE PARTNER \$1,000**

**BLUE PARTNER \$500**

**RED PARTNER \$250**

*The benefits of each level will follow.*

To learn more about partnership opportunities or other ways to support School Fuel's mission to elevate educational opportunities for all Novato public school students, please email us at [schoolfuel@gmail.com](mailto:schoolfuel@gmail.com).

### COMMUNITY PARTNER LOGO GUIDELINES

Partners that qualify for their logo to be placed on shirts, website and/or printed materials should provide the logo:

- In color and black & white
- Accepted file formats are EPS (Encapsulated Post Script) and uncompressed high res TIFF
- All text in EPS files should be converted to Outlines

### DEADLINES

- Deadline for inclusion in promotional video is **Feb 15, 2023**
- Deadline for inclusion on event shirt is **April 1, 2023**
- Deadline for inclusion in print ads is **April 1, 2023**
- Promotional materials for swag bags must be received by **April 1, 2023**



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## COMMUNITY PARTNER INFORMATION

*Includes All Events 2022-2023*

### LEAD PARTNER \$15,000

- Speaker opportunity in promotional videos
- Partner's logo proportionate with level of partnership on promotions and publicity
- VIP Table at the School Fuel 20th Anniversary Gala
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
- Recognition and partner profile on School Fuel's social media
- Link and logo on School Fuel website
- Recognition in School Fuel social media sponsor posts related to events
- Recognition in event advertising in Marin IJ
- Recognition as Presenting Sponsor on event signage
- Option to be recognized on an event badge, performance stage, or challenge (publicized on event website and in direct email to all participants)
- Banner ad on event landing pages
- Recognition on event shirts, and 15 complimentary individual registrations and/or 15 shirts provided to your organization
- Promotional item swag bag placement (300 minimum)

### LOCAL HERO PARTNER \$10,000

- Partner's logo proportionate with level of partnership on promotions and publicity
- VIP Table at the School Fuel 20th Anniversary Gala
- Logo placement in promotional video
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
- Recognition and partner profile on School Fuel's social media
- Link and logo on School Fuel website
- Recognition in School Fuel social media sponsor posts related to events
- Recognition on event signage
- Option to be featured on location at events
- Banner ad on event landing pages
- Recognition on event shirts, and 10 individual registrations and/or 10 shirts provided to your organization
- Promotional item swag bag placement (300 minimum)



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### **GOLD PARTNER \$5,000**

- Four tickets to the School Fuel 20th Anniversary Gala
- Partner's logo proportionate with level of partnership on promotions and publicity
- Logo placement in promotional video
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
- Link and logo on event website and School Fuel website
- Recognition in School Fuel social media sponsor posts related to events
- Recognition on signage
- Banner ad on event landing pages
- Recognition on event shirts, and 5 complimentary individual registrations and/or 5 shirts provided to your organization.
- Promotional item swag bag placement (300 minimum)

### **SILVER PARTNER \$2,500**

- Partner's logo proportionate with level of partnership on promotions and publicity
- Two tickets to the School Fuel 20th Anniversary Gala
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
- Link and logo on event website and School Fuel website
- Recognition in School Fuel social media sponsor posts related to events
- Recognition on signage
- Banner ad on event landing pages
- Recognition on event shirts and 2 complimentary individual registrations and/or 2 shirts provided for your organization.
- Promotional item swag bag placement (300 minimum)

### **BRONZE PARTNER \$1,000**

- Partner's logo proportionate with level of partnership on promotions and publicity
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Logo placement in School Fuel's monthly newsletter sent to all NUSD families plus additional 1,500 community members and friends
- Recognition in School Fuel social media sponsor posts related to events
- Recognition on signage
- Name listing and link on School Fuel website and event partner pages
- Recognition on event shirts and one complimentary individual registration and/or one shirt provided for your organization
- Promotional item swag bag placement (300 minimum)



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### BLUE PARTNER \$500

- Partner's name proportionate with level of partnership on promotions and publicity
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Recognition in select School Fuel social media
- Recognition on event signage
- Name listing and link on School Fuel website and event partner pages
- Promotional item swag bag placement (300 minimum)

### RED PARTNER \$250

- Partner's name proportionate with level of partnership on promotions and publicity
- Electronic flyers sent to all NUSD households (approximately 6,000)
- Name listing and link on School Fuel website and event partner pages
- Promotional item swag bag placement (300 minimum)



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### Partner Information (please print clearly):

Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Phone #: \_\_\_\_\_  
Website URL: \_\_\_\_\_

School Fuel has my permission to list my name as a partner in their publications and signage.

### Community Partner's Level of Giving

Lead Partner .....	\$15,000	Bronze Partner .....	\$1,000
Local Hero Partner.....	\$10,000	Blue Partner .....	\$500
Gold Partner.....	\$5,000	Red Partner .....	\$250
Silver Partner.....	\$2,500	In Kind or Other Partnership.....	\$ _____

Comment: \_\_\_\_\_

Digital copy of Company/Organization logo sent to [schoolfuel@gmail.com](mailto:schoolfuel@gmail.com) (see page 2 for logo guidelines).

### Payment Method (Check one):

- CHECK:** Make check payable to School Fuel, and mail to:  
School Fuel, 448 Ignacio Blvd. #410, Novato, CA 94949
- INVOICE:** Invoice will be mailed to contact name and address above.
- CREDIT CARD:** We will call the contact name and phone number above to process.

### Partnership Authorization:

I am authorized to commit to the partnership indicated above on behalf of the partners:

Authorized Person's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**RETURN YOUR COMPLETELY FILLED  
PARTNERSHIP REGISTRATION FORM**

**By Mail:** School Fuel, 448 Ignacio Blvd., #410, Novato, CA 94949  
**By Email:** schoolfuel@gmail.com