NOVATO SCHOOL FUEL™ for all students

GIVE BOLDLY!

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

MAKE AN IMPACT THROUGH SPONSORSHIP

Make a contribution today and be part of the movement to champion innovation, creativity and inclusion in all Novato public schools.

GIVE BOLDLY:

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.

School Fuel grant funds provided by generous sponsors are supporting an impressive and wide-ranging list of programs and materials in Novato's schools for the 2025-26 school year. We are so glad to be giving students, teachers, and schools this boost. **We granted a total of $402,892 last school year.**

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.

To learn more about how School Fuel benefits the Novato Public School Community, visit www.novatoschoolfuel.org

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 7,500 students. Show your support and receive year-long recognition by becoming a Community Partner.

You can give at any of the following levels:

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

You will receive the associated promotional benefits based on the level of sponsorship. We welcome gifts of any amount, so please donate however your business can support!

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COMMUNITY VISIBILITY & IMPACT:

As a School Fuel Sponsor, your organization will be recognized as a valued partner of each student in Novato, reaching over 7,000 students and families connected to the Novato Unified School District. Your business will be featured across School Fuel's social media platforms, extending your visibility to an engaged local audience. Additionally, School Fuel will highlight your contribution directly to NUSD families through its newsletters, ensuring your support is acknowledged both publicly and personally within the community. This partnership offers a unique opportunity to align your brand with education, community investment, and the well-being of Novato's students — while demonstrating your organization's commitment to giving back.

In addition, as a School Fuel sponsor, your business will be highlighted at each event that takes place during the academic school year.

SOFTBALL TOURNAMENT - OCTOBER 2026

HARLEM WIZARDS BASKETBALL GAMES - JANUARY 9 & 10, 2027

ART SMART SHOWCASE - MARCH 8, 2027

TOUR OF NOVATO - MAY 8, 2027

To view the benefits for each level, scroll down for details.

"With the School Fuel funding, we were able to take our 7th/8th grade AVID classes on a campus tour of Sonoma State, visit their makers space, tour a college dorm room, and enjoy a lunch at the Sonoma State student dining commons. With your help, students walked away with a great excitement around attending college, we cannot thank you enough!" - Kathryn Arrigo, AVID Sinaloa

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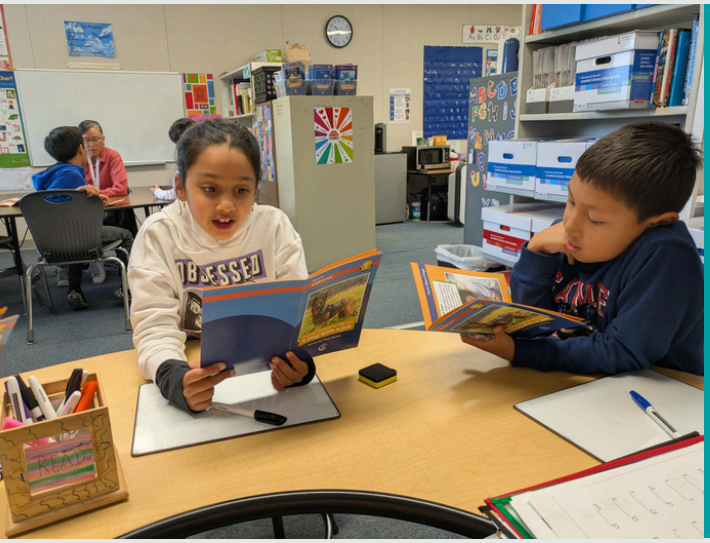
MAKE AN IMPACT THROUGH SPONSORSHIP

SCHOOL FUEL SPONSORSHIP BENEFITS	Lead ($15,000)	Local Hero ($10,000)	Gold ($5,000)	Silver ($2,500)	Bronze ($1,000)	Blue ($500)	Red ($250)
Exclusive Signage	X						
Exclusive Advertising	X						
Dedicated Social Feature	X	X					
Video Features	X	X	X				
Superintendent Newsletter	X	X	X				
Landing Page Ads	X	X	X	X			
Monthly Newsletter	X	X	X	X	X		
Event Merch Logo Placement	X	X	X	X	X		
Event Regristrations/Tickets	X	X	X	X	X		
Event Location Feature	X	X	X	X	X	X	
General Social Media	X	X	X	X	X	X	
Event Signage	X	X	X	X	X	X	
Mass Email Reach	X	X	X	X	X	X	X
Website Visibility	X	X	X	X	X	X	X
Swag Bag Inclusion	X	X	X	X	X	X	X

GET INVOLVED:

LEAD PARTNER ($15,000)

- Exclusive Signage: Presenting Sponsor status on main event signage
- Exclusive Advertising: Dedicated feature in Marin IJ print ad
- Video Features: Speaker opportunity + logo placement in promotional videos
- Dedicated Social Feature: Custom partner profile and tailored social media posts
- Superintendent Newsletter: Included in Community Cornerstone newsletter
- Event Location Feature: Choice of branding on event badges, performance stage, or a challenge
- Landing Page Ads: Banner ad on Tour of Novato landing pages
- Dedicated Social Feature: Custom partner profile and tailored social media posts
- Event Merchandise: Logo on Tour of Novato t-shirts
- Event Registrations/Tickets: 15 free Tour of Novato registrations/shirts
- Monthly Newsletter: Logo to all NUSD families + 1,500 community members
- General Social Media: Event-specific sponsor recognition posts
- Event Signage: Standard logo on general event signs
- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households
- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on website and Tour of Novato pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Logo size and placement at maximum proportion



"Having the books means we have colorful, tangible, high quality printed books to practice instead of wasteful prints that become disposable. It allows us to have quick access to texts that support reading skills that our students are working on."
- Eva Gaborjak, Grant Recipient
Rancho Elementary

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GET INVOLVED:

LOCAL HERO ($10,000)

- Dedicated Social Feature: Custom partner profile and tailored social media posts
- Video Features: Logo placement in promotional videos
- Superintendent Newsletter: Included in Community Cornerstone newsletter
- Event Location Feature: Option to be featured on-site at events
- Landing Page Ads: Banner ad on Tour of Novato landing pages
- Event Merch & Tickets: Logo on Tour of Novato shirts + 10 free registrations/shirts
- Monthly Newsletter: Logo to all NUSD families + 1,500 community members
- General Social Media: Event-specific sponsor recognition posts
- Event Signage: Standard logo on general event signs
- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households
- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on School Fuel website and Tour of Novato event pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Logo size and placement at large proportion

GOLD PARTNER ($5,000)

- Video Features: Logo placement only in promotional videos
- Superintendent Newsletter: Included in Community Cornerstone newsletter
- Event Location Feature: Option to be featured on-site at events
- Landing Page Ads: Banner ad on Tour of Novato landing pages
- Event Merch & Tickets: Logo on Tour of Novato shirts + 5 free registrations/shirts
- Monthly Newsletter: Logo to all NUSD families + 1,500 community members
- General Social Media: Event-specific sponsor recognition posts
- Event Signage: Standard logo on general event signs
- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households

Additional benefits listed on next page.

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GET INVOLVED:

GOLD PARTNER ($5,000) - CONTINUED

- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on School Fuel website and Tour of Novato event pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Logo size and placement at medium proportion

SILVER PARTNER ($2,500)

- Event Location Feature: Option to be featured on-site at events
- Landing Page Ads: Banner ad on Tour of Novato landing pages
- Event Merch & Tickets: Logo on Tour of Novato shirts + 1 free registration/shirt
- Monthly Newsletter: Logo to all NUSD families + 1,500 community members
- General Social Media: Event-specific sponsor recognition posts
- Event Signage: Standard logo on general event signs
- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households
- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on School Fuel website and Tour of Novato event pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Logo size and placement at small proportion

This grant allowed us to buy all of the supplies needed to make our robot this season, as well as cover some of the registration costs for our team, which is an incredibly large help. This means that our club members were able to build a robot, and the community got to see us at even more events than we've ever gone to before!
-Declan Field, Grant Recipient
San Marin High School

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GET INVOLVED:

BRONZE PARTNER ($1,000)

- Event Location Feature: Option to be featured on-site at events
- Event Merch & Tickets: Logo on Tour of Novato shirts + 1 free registration/shirt
- Monthly Newsletter: Logo to all NUSD families + 1,500 community members
- General Social Media: Event-specific sponsor recognition posts
- Event Signage: Standard logo on general event signs
- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households
- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on School Fuel website and Tour of Novato event pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Logo size and placement at extra-small proportion

BLUE PARTNER ($500)

- Event Location Feature: Option to be featured on-site at events
- General Social Media: Recognition on select social channels only
- Event Signage: Standard name placement on event signs
- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households
- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on School Fuel website and Tour of Novato event pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Name placement proportionate to level

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NOVATO SCHOOL FUEL™ for all students

GET INVOLVED:

RED PARTNER ($250)

- Targeted Family Engagement: Direct digital flyer placement to ~6,000 NUSD households
- Mass Email Reach: Email communication to ~7,000 NUSD households and School Fuel supporters
- Website Visibility: Logo and direct link on School Fuel website and Tour of Novato event pages
- Swag Bag Inclusion: Promotional item placement (200 min.)
- Tiered Branding: Name placement proportionate to level

REACH OUT. LET'S TALK:

If you would like to speak to a School Fuel representative about other opportunities to support School Fuel and all students in NUSD, please reach out to us!

Susan Mathews
Executive Director
susanmathews415@gmail.com

Kristin Cikowski
Development Manager
kristincikowski27@gmail.com

"The generous grant allowed us to purchase materials that provided our students with a variety of creative opportunities that they may not get in the regular classroom. We encouraged our students to stretch and use their imagination to the fullest!"
- Heidi Mortensen, Grant Recipient
Hamilton's HAWK Nest

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Community Partner Sponsor Packet

SPONSORSHIP INFORMATION

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

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

Comment: _____

☐ Digital copy of Company/Organization logo sent to 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