

2018 SPONSORSHIP PROGRAM



JOIN CONGRESSIONAL SCHOOL'S ANNUAL SPONSORSHIP PROGRAM

With 335 students enrolled, 2,000 summer campers, and 1,200+ alumni, Congressional School provides a unique marketing platform for individuals and organizations to showcase their commitment to education while positively impacting our school community.

On Saturday, April 21, we will celebrate our 2018 Annual Gala—The Congressional Derby—at the Fairview Park Marriott in Falls Church. We invite you to be featured at the Gala among our list of generous sponsors whose support has helped boost our school to be one of the top-rated private schools in Northern Virginia.

By becoming a sponsor this year, your name and logo will be seen by thousands of high-profile families with marketing opportunities extending well beyond the Gala. This event is one of our largest community fundraisers netting \$200,000+ for our young learners. Proceeds from The Congressional Derby will support campus-wide improvements, featuring two new STEM labs.

There are a wide-range of sponsorship opportunities at Congressional School. Please review the benefits listed in this packet, and feel free to reach out to us to discuss your organization's goals through sponsorship.

Questions? Chris Pryor, Director of Advancement, at 703-533-8167 or cpryor@congressionalschool.org.



CONGRESSIONAL SCHOOL SPONSORSHIP AGREEMENT

Sponsorship Level Benefits	Red (\$15,000)	White (\$10,000)	Platinum (\$7,500)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)
Tax Deductible Amount	\$11,930	\$7,980	\$5,830	\$3,890	\$1,765	\$655
Gala Tickets	16	10	8	6	4	2
Gala Program Advertising - 275 Attendees	Full Page Color Ad (Premium Placement)	Full Page Color Ad (Premium Placement)	Full Page Color Ad	1/2 Page Color Ad	1/2 Page B&W Ad	1/4 Page B&W Ad
NEW: School Magazine - 3,000 Printed Copies	Full Page Color Ad	1/2 Page Color Ad	1/2 Page Color Ad	1/4 Page Color Ad	1/8 Page Color Ad	1/8 Page Color Ad
Logo on School and Gala Websites	X	X	X	X	X	X
Logo Displayed at Gala - 275 Attendees	X	X	X	X	X	X
Summer Camp Sign - 2,000 Campers	X	X	X	X	X	X
Social Media Post - 2,000 Followers	4	4	2	2	1	1
Lunch or Dinner with School Leaders	Board Chair	Head of School	Head of School	Director of Advancement	Director of Advancement	
School Newsletter Mention - 700 Readers	2	2	1	1		
Summer Camp Newsletter Mention - 2,500 Readers	2	2	1	1		
Hotel Room(s) at Fairview Park Marriott for Gala	4	3	2	1		
Individual Recognition by Gala Auctioneer	X	X	X			
Parking Spot on Campus for Major Events in 18-19	X					

Contact us if you would like to customize your sponsorship package with additional VIP marketing opportunities or explore potential benefits related to our 40-acre campus—pool, ropes course, and horses.

Gala Underwriting Opportunities

☐ **Faculty Ticket:** \$125 # ____ ☐ **Faculty & Guest Ticket:** \$250 # ____ ☐ **Gala Decorations:** \$500 # ____

Sponsor Information

Donor Name (as it should appear in print) _____

Contact Name _____ Sponsorship Level _____

Address _____ City _____ State ____ Zip _____

Phone _____ Email _____

Advertisement ☐ Use Ad from last year ☐ Logo and artwork are forthcoming

Payment Please make checks payable to Congressional School.

Signature _____ **Date** _____

MATERIALS SPECIFICATIONS

Thank you for participating in Congressional School's Annual Sponsorship Program. To ensure the quality of your sponsorship materials, please review the following guidelines.

Logos

Company logos should be sent in vector format (.eps preferred or PDF). If unavailable, please provide the highest quality .png or .jpg file possible. Please note that by not providing a vector file or a high-enough quality file, the print quality and representation of your company's logo may be affected.

Advertising Artwork

All advertising artwork should be delivered in actual size as specified below. Please provide artwork in a high-quality PDF format.

Deadlines and Delivery

Logos and artwork should be delivered upon program commitment or prior to **Monday, April 2, 2018** via email to development@congressionalschool.org.

Questions? For More Information, Please Contact:

Chris Pryor, Director of Advancement, at 703-533-8167 or cpryor@congressionalschool.org.

Advertising Sizes for Gala Program (Width x Height)

Full Page 4.5"x7.5"	1/2 Page 4.5"x3.75"	1/4 Page 4.5"x1.75"	1/4 Page 2.25" x3.75"
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Advertising Sizes for Congressional School Magazine (Width x Height)

Full Page Bleed 8.625"x11.125" (8.5"x11" design plus 0.125" bleed)	Full Page 8.25"x10.75"	1/2 Page 8.25"x5.25"	1/4 Page 4"x 5.25"	1/8 Page 4"x2.5"
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