



# Sponsorship Opportunities

## 2023-2024

Palencia Elementary PTO Inc  
355 Palencia Village Drive, St. Augustine, Florida 32095  
PES PTO is a registered 501(c) (3) organization tax ID # EIN 45-5493223



## About

Our Parent Teacher Organization (PTO) enthusiastically welcomes your business to join our growing community at Palencia Elementary School (PES). There are multiple sponsorship opportunities designed to meet your unique business needs. We are confident we can provide your business with the right exposure to a wide range of new and existing customers.

The PTO takes pride in communicating the valuable services and/or promotions your business has to offer, knowing it will benefit not only our families, but your business. Your financial support in the 2023-2024 school year will enable PES to make a positive impact in multiple areas, including support for overall education and technology, outdoor area enhancements, as well as teacher and staff support.

Our school events are well supported by Palencia Elementary families and widely attended by local neighbors, as guests or volunteers. We appreciate your consideration of corporate sponsorship to Palencia Elementary School, and we hope you will join our Palencia Pirate Crew!

## Get Involved...

We are asking for you to join our support network for the Palencia Elementary School Parent Teacher Organization.

We are a 501(c)3, so contributions may be considered tax deductible (please consult with your tax professional). We strive to minimize expenses so we can maximize the benefit your contributions will provide to our school.

Thank you for your consideration.

<b>SPONSORSHIP LEVELS AT-A-GLANCE</b>	<b>Pirate's Treasure \$5,000</b>	<b>Jolly Roger \$2,500</b>	<b>Blackjack \$1,000</b>	<b>Bounty \$500</b>
Logo included on all PTO print flyers	✦	✦	✦	✦
Placement on Corporate Sponsor board displayed at all PTO events and on permanent display in PES front office lobby	✦	✦	✦	✦
Prominent position logo on PTO Website Home page	✦			
Scrolling banner placement on website	✦	✦	✦	✦
Placement on Corporate Sponsor landing page w/hyperlink	✦	✦	✦	✦
Social Media Posts - linked logo (#x per school year)	4x	2x	1x	
Social Media Shout-Outs - the ability to tag and cross-post with PES PTO	✦	✦	✦	✦
Business Banner - hanging on both Palencia and Kensington car lines	Both	Both	1	
Company name displayed on school marquee (#x per year)	2x	1x		
Name or logo painted on side of rock at Welcome Back to School and 5th grade clapout rocks.	✦			
Pirate Post - Logo included in PTO section every issue	✦	✦	✦	✦
Pirate Post - Half-page advertisement space 2x per year	✦			
Opportunity to send e-flyers through Peach Jar (#x per year)	5x	3x		
Advertisement in the PES Yearbook	1/2 page	1/4 page	1/8 page	
Opportunity to attend and distribute promotional materials at all social events - Fall Parent Social, Meet the Teacher, Movie Night, Bingo Night	✦	✦	✦	✦
Boosterthon Sponsorship - Company name on t-shirt (\$500 value)	✦	30% off	10% off	
Hole Sponsorship, Fore! the Kids Golf Tournament (\$1000 value)	✦	20% off	10% off	
1 foursome participation, Fore! the Kids Golf Tournament (\$500 value)	✦			
Opportunity to distribute promotional/marketing material at the Fore! the Kids Golf Tournament Bags	✦	✦	✦	✦
Table Sponsorship at PES Silent Auction Gala	✦	✦		
Company name in the PES Silent Auction Gala program	✦	✦		
Tickets to attend PES Silent Auction Gala	4	2		
Invitation to Spring Sponsor Appreciation Breakfast	✦	✦	✦	✦

# Corporate Sponsorship Opportunities



## Pirate's Treasure - \$5,000

### Logo Inclusions / Advertising Impressions

- Logo included on all PTO print flyers
- Top-tier placement on Corporate Sponsor board displayed at all PTO events and on permanent display in PES front office lobby

### PTO Website / Social Media Posts

- Prominent position logo on PTO Website Home page
- First view placement by scrolling corporate sponsors on the website
- Top-tier placement on Corporate Sponsor landing page w/hyperlink
- Social Media Posts – linked logo 4x per school year
- Social Media Shout-Outs – the ability to tag and cross-post with PES PTO

### Car Line / Rock / Marquee

- Business Banner hanging on both Palencia car line and Kensington car line (sponsor to provide banner 3' x 5' size is recommended, up to 7' ok)
- Company name displayed on school marquee 2x per year
- Name or logo painted on side of rock side at Welcome Back to School and 5th grade clapout rocks.

### Pirate Post Principal's Newsletter (distributed electronically to all parents)

- Logo included in PTO section every issue
- Half-page advertisement space 2x per year

### PES Peachjar

- Opportunity to send e-flyers through Peach Jar (5x per year)  
(*Peachjar Account and Design of Flyer not included*)

### PES Yearbook

- Half-Page advertisement in the PES Yearbook

### Event Participation

- Opportunity to attend and distribute promotional materials at all social events - Fall Parent Social, Meet the Teacher, Movie Night, Bingo Night
- Company name on Boosterthon t-shirt (\$500 value)
- Hole Sponsorship, Fore! the Kids Golf Tournament (\$1000 value)
- 1 foursome participation, Fore! the Kids Golf Tournament (\$500 value)
- Opportunity to distribute promotional/marketing material at the Fore! the Kids Golf Tournament Bags
- Table Sponsorship at PES Silent Auction Gala
- Company name in the PES Silent Auction Gala program
- 4 tickets to attend PES Silent Auction Gala
- Invitation to Spring Sponsor Appreciation Breakfast

# Corporate Sponsorship Opportunities



## Jolly Roger - \$2,500

### Logo Inclusions / Advertising Impressions

- Logo included on all PTO print flyers
- Second-tier placement on the Corporate Sponsor board displayed at all PTO events and on permanent display in PES front office lobby

### PTO Website / Social Media Posts

- Placement in scrolling corporate sponsors on the website
- Second-tier placement on the Corporate Sponsor landing page w/hyperlink
- Social Media Posts – linked logo 2x per school year
- Social Media Shout-Outs – the ability to tag and cross-post with PES PTO

### Car Line / Rock / Marquee

- Business Banner hanging on both Palencia car line and Kensington car line (sponsor to provide banner 3' x 5' size)
- Company name displayed on school marquee 1x per year

### Pirate Post Principal's Newsletter (distributed electronically to all parents)

- Logo included in PTO section every issue

### PES Peachjar

- Opportunity to send e-flyers through Peach Jar (3x per year)  
(*Peachjar Account and Design of Flyer not included*)

### PES Yearbook

- Quarter-Page advertisement in the PES Yearbook

### Event Participation

- Opportunity to attend and distribute promotional materials at all social events - Fall Parent Social, Meet the Teacher, Movie Night, Bingo Night
- 30% discount on Boosterthon Sponsorship
- 20% discount on Hole Sponsorship, Fore! the Kids Golf Tournament
- Opportunity to distribute promotional/marketing material at the Fore! the Kids Golf Tournament Bags
- Table Sponsorship at PES Silent Auction Gala
- Company name in the PES Silent Auction Gala program
- 2 tickets to attend PES Silent Auction Gala
- Invitation to Spring Sponsor Appreciation Breakfast

# Corporate Sponsorship Opportunities



**Blackjack - \$1,000**

## **Logo Inclusions / Advertising Impressions**

- Logo included on all PTO print flyers
- Third-tier placement on the Corporate Sponsor board displayed at all PTO events and on permanent display in PES front office lobby

## **PTO Website / Social Media Posts**

- Placement in scrolling corporate sponsors on the website
- Third-tier placement on the Corporate Sponsor landing page w/hyperlink
- Social Media Posts – linked logo 1x per school year
- Social Media Shout-Outs – the ability to tag and cross-post with PES PTO

## **Car Line / Rock / Marquee**

- Business Banner hanging on either Palencia car line or Kensington car line (sponsor to provide banner 3' x 5' size)

## **Pirate Post Principal's Newsletter (distributed electronically to all parents)**

- Logo included in PTO section every issue

## **PES Peachjar**

- Opportunity to send e-flyers through Peach Jar (2x per year)  
*(Peachjar Account and Design of Flyer not included)*

## **PES Yearbook**

- Business-Card Size advertisement in the PES Yearbook

## **Event Participation**

- Opportunity to attend and distribute promotional materials at all social events - Fall Parent Social, Meet the Teacher, Movie Night, Bingo Night
- 10% discount on Boosterthon Sponsorship
- 10% discount on Hole Sponsorship, Fore! the Kids Golf Tournament
- Opportunity to distribute promotional/marketing material at the Fore! the Kids Golf Tournament Bags
- Invitation to Spring Sponsor Appreciation Breakfast

# Corporate Sponsorship Opportunities



## Bounty - \$500

### **Logo Inclusions / Advertising Impressions**

- Logo included on all PTO print flyers
- Fourth-tier placement on the Corporate Sponsor board displayed at all PTO events and on permanent display in PES front office lobby

### **PTO Website / Social Media Posts**

- Placement in scrolling corporate sponsors on the website
- Fourth-tier placement on the Corporate Sponsor landing page w/hyperlink
- Social Media Posts – the ability to tag and cross-post with PES PTO

### **Pirate Post Principal's Newsletter (distributed electronically to all parents)**

- Logo included in PTO section every issue

### **Event Participation**

- Opportunity to attend and distribute promotional materials at all social events - Fall Parent Social, Meet the Teacher, Movie Night, Bingo Night
- Opportunity to distribute promotional/marketing material at the Fore! the Kids Golf Tournament Bags
- Invitation to Spring Sponsor Appreciation Breakfast

# Corporate Sponsorship Opportunities



## Ala Carte Options

- Car tag Sponsor (\$350)  
*Distributed to all parents, hanging in car for daily pick-up*
- Host a parent social (variable cost)
- Sponsor a monthly staff hospitality event including signage and social media tag and shout-out (variable cost)
- Title Sponsor for a Family Movie Night or Bingo Night (\$350)
- Sponsor a Pirate's Bounty student to provide supplemental food packs as well as other basic life necessities (variable cost)
- 19th Hole Crew at the Annual Fore the! Kids Golf Tournament (\$100)
- Table Sponsorship at the PES Silent Auction Gala (\$100)

## IN-KIND Sponsors

In-kind contributions, made through donation of your products or services, help our organization offer a better experience for our teachers, staff, and students while achieving great exposure for your business. In return for your in-kind contribution, your company name will appear on promotional materials and you will receive recognition at events.

We welcome the following in-kind contributions:

- Food or Beverage donation
- Promotional items
- Event DJ, AV & Lighting Services
- Photography Services



## WHY PES PTO?

- It's simple. The Palencia community is vital, robust, and caring
- Partnering with PES PTO is an investment in your business and local advertising plan
- The PES PTO strongly encourages supporting your business growth and creating connections and opportunities for you to engage with the school and community
- Our families support not only the school but the local business owners in proximity to our school
- Our student body is compromised of approx. 800 students annually, giving you weekly advertising to over 2,000 parents, caregivers, and family members
- PES PTO Website averages over 2,500 site visits per month
- PES PTO Facebook page averages 3,500 engagements per post
- PES PTO Car Line/Rock/Marquee - Daily visits via drop-off and pick-up is several hundred cars not including county sports programs and evening events at school.