



PALENCIA
ELEMENTARY
PIRATES
PTO

Sponsorship Opportunities

2024-2025



About

The 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 us families but your business. Your financial support in the 2023-20234 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.

SPONSORSHIP LEVELS AT-A-GLANCE	Pirate's Treasure \$5,000	Jolly Roger \$2,500	Blackjack \$1,000	Bounty \$500
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	✦			
Placement by scrolling corporate sponsors on the 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 side 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	✦			
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, 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 (\$700 value)	✦			
Opportunity to distribute promotional/marketing material at the Fore! the Kids Golf Tournament Bags	✦	✦	✦	✦
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 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, 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
- 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 Carline (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 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, 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
- 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 Carline or Kensington Carline (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 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, 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, Bingo Night
- Opportunity to distribute promotional/marketing material at the Fore the Kids Golf Tournament Bags
- Invitation to Spring Sponsor Appreciation Breakfast

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 teacher's hospitality event including signage and social media tag and shout-out (variable cost)
- Title Sponsor a Bingo Night (\$350)
- Sponsor a Pirates Bounty student to provide supplemental food packs as well as other basic life necessities (\$350)
- 19th Hole Crew at the Annual Fore the Kids Golf Tournament (\$100)

Corporate Sponsorship Opportunities



IN-KIND Sponsors

In-kind contributions, either 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.

Sponsorship Commitment Form



Company Name: _____

Contact Name: _____

Email: _____

Contact Number: _____

Marketing _____

Contact Name: _____

Marketing Email: _____

Marketing Number: _____

Links to Business: _____

Website: _____

Facebook: _____

Instagram: _____

Choose Your Sponsor Level:

_____ Pirate's Treasure \$5,000

_____ Jolly Roger \$2,500

_____ Black Jack \$1,000

_____ Bounty \$500

_____ Ala Carte

Return completed form to:

pes.ptopresident@gmail.com

Payment Options:

Square and PayPal

or, please make checks payable to:

Palencia Elementary PTO Inc

355 Palencia Village Dr, St. Augustine, Florida 32095

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PES PTO is a registered 501(c) (3) organization tax ID # EIN 45-5493223

Marketing / Advertising Checklist



- ☐ Company Logo - PNG or JPEG file
- ☐ Company Logo - with transparent background
- ☐ Company Logo - Social Media Format (square preferred)
- ☐ Company Logo - High Quality Print Version EPS or TIFF File
- ☐ Links to your Business Website, Facebook and Instagram
- ☐ Like & Follow Us on www.facebook.com/PalenciaPiratesPTO