



The Windsor Terrace School

PS 154 Brooklyn Inc. • 1625 11th Avenue • Brooklyn, NY 11215 • www.ps154.org

The PTA of PS 154 Brooklyn is a nonprofit collaboration of parents, teachers, and school staff. We organize and support PTA-funded music, art, science, chess and other programs that enhance our student experience and events throughout the year to raise funds and build community.

We welcome partnerships with businesses. Our events are designed to create incredible experiences for our students and our entire Windsor Terrace community, while raising money that goes directly to the PTA to enhance our student experience with rewarding programs. Your support will help us do exactly that.

All of our events offer excellent opportunities to engage with the PS 154 community through monetary **sponsorship** (see below for levels) and/or donations of **food and drinks** or **programming**. We also greatly appreciate donations of all types of **goods and services** that can be auctioned as part of our silent Spring Auction or used for raffles or door prizes at other events throughout the year.

Our events provide businesses with access to a dedicated parent community of over 400 students in our prime Brooklyn neighborhood. As with other donations, all donations to the PTA of PS 154 are tax-deductible.

Attached is additional information about each of the above options. We invite you to learn more and to let us know if you are interested in discussing further. Thank you for considering our request. We look forward to partnering with you to make this a memorable year!

Best,

The PTA of PS 154

pta_info@ps154.org



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Sponsorship

Sponsorships are crucial for meeting our fundraising goals for events while keeping them accessible to members of our school community.

Businesses looking to maximize their support and recognition can sponsor the entire 2023-24 school year of events as detailed below.



Platinum Level:

\$5000+

- Corporate signage/logo **at the gate for all 2023-24 events*** (example: made possible by “company x”)
- Corporate signage/logo on all event communications **for all 2023-24 events** (website, email, social, and print)
- Recognition for the year on our website as a supporter of PS 154
- Four (4) tickets to any two PS 154 events of your choice
- PS 154 merch of your choice

For businesses wishing to sponsor individual events, we have three sponsorship levels available, each offering benefits to showcase your company’s generosity and involvement:

Gold Level:

\$1,000+

- Corporate signage/logo **at the gate*** (example: made possible by “company x”)
- Corporate signage/logo on all event communications (website, email, social, and print)
- Recognition for the year on our website as a supporter of PS 154
- PS 154 merch of your choice

Silver Level:

\$500+

- Corporate signage/logo on **event table*** (example: made possible by “company x”)
- Corporate signage/logo on all event communications (website, email, social, and print)
- Recognition for the year on our website as a supporter of PS 154
- PS 154 merch of your choice



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Bronze Level:

\$100+

- Recognition for the year on our website as a supporter of PS 154

* Physical events only. For online events (Read-A-Thon and Spring Auction & Raffle), corporate signage/logo would be placed on the event website and significantly more event communications featuring the corporate sponsor are sent.

In-Kind Donations

In-kind donations allow your business to give flexibly and be recognized for your generosity and involvement through:

- Corporate signage/logo on **event table**, if providing food or programming
- Corporate logo on **event website**, if providing auction items
- Inclusion in event communications (includes: website, email, social, printed collateral)
- Recognition for the year on our website as a supporter of PS 154

You can provide in-kind support in one of three ways: auction items, food, and programming.

Auction Items

We welcome donations of all types of goods and services that can be auctioned off as part of our silent Spring Auction, one of our largest and most highly anticipated fundraisers of the year. All businesses will be featured on the auction website, which is heavily trafficked by parents, friends, and family. You can also donate items to be used for raffles or door prizes at other events throughout the year.

Food and Drinks

We welcome all kid- and parent-friendly contributions of refreshments for community events. We also welcome donations of coffee and light bites for monthly PTA meetings.

Programming

Programming featuring your business is a great way to get more visibility in our community. Arts and crafts, athletics, academic and enrichment activities of all kinds are welcome!



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2023-24 Events

All events offer excellent opportunities to engage the PS 154 community through monetary **sponsorship** and/or donations of **food and drinks** or **programming**. Every donation is a tax-deductible gift to the PTA of PS 154.

Back-to-School Carnival (September)

Our signature kickoff event for the school year, Carnival includes bounce houses, obstacle courses, face painting, a dunk tank and other games, crafts, food, and fun for all.

Boo Bash (October)

One of our largest events of the year, Boo Bash includes costumes, games, crafts, family photo sessions, a dance party, food, and lots of other spooky festivities.

Winter Fair (December)

Our festive Winter Fair features a holiday market of local merchants for parents to get a jump on their holiday shopping, plus crafts, games, photo ops, food and other seasonal fun for the whole family.

Read-a-Thon (January)

One of our largest fundraisers, Read-a-Thon offers high-visibility sponsorship on the read-a-thon website and in multiple communications to the extended PS 154 friends and family community encouraging them to donate in honor of a young reader. **This is an online event.**

Spring Auction (March)

This highly anticipated silent auction features goods and services donated by businesses and individuals. Businesses enjoy excellent exposure to parents, friends, and family and buzz created around their auction items. **This is an online event.**

Chess Tournament (May)

A full afternoon of fun for the nearly 100 children who participate and their parents and friends! Children play matches indoors while friends and family enjoy food, drinks, and festivities outdoors.

Spring Gala (May)

A parents' evening fundraiser to celebrate the end of the school year

Movie Nights (Various)

Free community-building events where families enjoy movies under the stars in our schoolyard with snacks and kid-friendly drinks