The Armstrong Bradfield Preschool Association (ABPA) is happy to announce the ***2020 Santa’s Home Tour,*** which will take place on several dates throughout December. In lieu of the ***Annual Home for the Holidays Home Tour***, we are pleased to offer safe and socially distant home visits from Santa Claus! Friends and family of ABPA members are invited to join what promises to be an incredibly special event offered exclusively to our ABPA families.

**Santa Home Tour** is the primary fundraiser for ABPA, a non-profit organization that supports families through social events, community outreach, and fundraising programs. **The ABPA provides educational resources for the kindergarten and first grade classes at Armstrong and Bradfield in the Highland Park Independent School District (HPISD). At Armstrong Elementary, the ABPA funds the kinder and first grade Spanish program, as well as classroom libraries. At Bradfield Elementary, the ABPA funds instructional supplies, classroom libraries, and staff development.** Because more than 70% of the school district's property tax dollars leave HPISD, fundraising efforts—now more than ever—are of paramount importance and increasingly relied upon by the schools' administration.

**We hope you will consider sponsoring the Santa Home Tour and our kindergarten and first grade classes.** **Your business will receive exposure to event attendees, press outlets, and 300+ families of the ABPA**—Park Cities residents with children who will be or are currently attending Armstrong or Bradfield elementary schools. Furthermore, the ABPA underwrites the Home Tour through member contributions, thereby allowing us to direct every dollar raised through sponsorships to the schools. Your contribution will be valuable and meaningful.

**There are numerous ways to brand yourself through Santa’s Home Tour,** including neighborhood signs, social media, and recognition through the ABPA website and newsletters.  Please review the different sponsorship levels below and on the proceeding pages. We are also able to offer customized sponsorships upon request.

|  |  |
| --- | --- |
| **2020 Santa Home Tour Sponsor Levels** | |
| Presenting | $5,000 |
| Platinum | $2,500 |
| Favor Sponsor (2 available) | $2,000 |
| Sign Sponsor | $1,500 |
| Santa Supporter | $500 |
| Community Supporter | $250 |

We would like to visit with you further about opportunities with the ABPA.  We would greatly appreciate your support!

Sincerely,

ABPA Santa Home Tour Co-Chairs

Andrea Cheek, Leigh Danley, Courtney Dowling

**2020 Santa Home Tour Contact Information**

ABPA Santa Tour Co-Chairs

Andrea Cheek

andrea.e.gage@gmail.com

806-928-4995

Leigh Danley

lcdanley@gmail.com

214.505-3175

Courtney Dowling

courtneydowling1@gmail.com

903-819-3125

**2020 ABPA Santa Home Tour Sponsorship Opportunities**

**Presenting ($5,000)**

* Advertisement in four ABPA newsletters to members
* “Presented by” on all printed materials including name/logo
* Name/logo on large signs placed at schools prior to the Santa Home Tour
* Four (4) unique and individual posts to ABPA and Santa Home Tour Facebook pages with exclusive sponsor content and direct link to business page, if applicable
* Name/Logo on emails and communications placed in conjunction with Santa’s Home Tour
* Name/Logo featured on the ABPA and Santa Home Tour’s Facebook and Instagram accounts
* Name/Logo on flyers/postcards given to each participant on Santa’s Home Tour
* Name/Logo on ABPA website through December with hyperlink to company’s website
* Exclusivity as presenting sponsor

**Platinum ($2,500)**

* Advertisement in two ABPA newsletters to members
* Name/logo on large signs placed at schools prior to the Santa’s Home Tour dates
* Two (2) unique and individual posts to ABPA and Home Tour Facebook pages with exclusive sponsor content and direct link to business page, if applicable.
* Name/logo on emails and communications placed in conjunction with the Santa Tour
* Name/Logo featured on the ABPA and Santa Home Tour’s Facebook and Instagram accounts
* Name/Logo on flyers/postcards given to each participant on Santa’s Home Tour
* Name/Logo on ABPA website through December with hyperlink to company’s website

**Favor Sponsor- 2 available ($2,000)**

* Sponsor will provide one (1) sealed food or beverage item with branded packaging for each event attendee. Total product quantity to be determined prior to event date.
* One (1) unique and individual post to ABPA and Santa Home Tour Facebook pages with exclusive sponsor content and direct link to business page, if applicable.
* Advertisement in one ABPA newsletter to members
* Name/Logo featured on the ABPA and Santa Home Tour’s Facebook and Instagram accounts
* Name/Logo on flyers/postcards given to each participant on Santa’s Home Tour
* Name/Logo on ABPA website through December with hyperlink to company’s website

**Sign Sponsor ($1,500)**

* Name/logo on large signs placed at schools prior to the Santa’s Home Tour dates
* Name/Logo on ABPA website through December with hyperlink to company’s website
* Name/logo on flyers/postcards given to each participant on Santa’s Home Tour

**Santa Supporter ($500)**

* Advertisement in one ABPA newsletter to members
* Name/Logo on flyers/postcards given to each participant on Santa’s Home Tour
* Name/Logo on ABPA website through December with hyperlink to company’s website

**Community Supporter ($250)**

* Name/Logo on ABPA website through December with hyperlink to company’s website
* Name/logo on flyers/postcards given to each participant on Santa’s Home Tour

**2020 ABPA SANTA HOME TOUR** **SPONSORSHIP INFORMATION**

*(PLEASE PRINT)*:

Donor Name (Exactly as it is to appear in printed materials): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Level; **Please Circle**

|  |  |
| --- | --- |
| **2020 Santa’s Home Tour Sponsor Levels** | |
| Presenting Sponsor | $5,000 |
| Platinum Sponsor | $2,500 |
| Favor Sponsor (2 available) | $2,000 |
| Sign Sponsor | $1,500 |
| Santa Supporter | $500 |
| Community Supporter | $250 |

Individual to whom correspondence should be addressed:

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: \_\_\_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_

Phone: Fax: Email:

Sponsor Signature:

Printed Name:

*ABPA Internal Use Only:*

Santa Home Tour Representative Receiving this Form: Date Received: \_\_\_\_\_\_\_\_\_

* Sponsor provides ***signed contract and payment to ABPA*** ***by November 1, 2020*** to ensure inclusion in designated print materials.
* Sponsor agrees that ABPA has no liability by reason of error or omission

Please return **PAYMENT** to ABPA Treasurer, Jourdy Wallace, Treasurer

Armstrong Bradfield Preschool Association

25 Highland Park Village Box 230

Suite 100-230

Dallas TX 75205

*Thank you for your support!*