



Dear Sponsor,

Last year The New School Montessori Center hosted its first ever fall festival. We established a tradition in which the school celebrates, with our community, a shared vision of the vibrant growth of our wonderful town. The 2011 festival was a huge success. Folks enjoyed a memorable evening of fun and entertainment and the proceeds funded school improvements, helping to further cement our position as a leading private school in Holly Springs. Our generous sponsors were delighted with the visibility they received in the local community as a result of their support of our festival.

On **Friday, October 26, 2012**, we will be continuing our tradition as we host our second annual fall festival, ***“To the Rescue.”***

Big cats are among the world’s most endangered species, and children of all ages are fascinated by these charismatic animals. What parent would want their child to grow up in a world without wild lions and tigers? So this year, we are partnering with Carolina Tiger Rescue to raise awareness of endangered big cats. Carolina Tiger Rescue is a local non-profit wildlife sanctuary dedicated to protecting large cats rescued from a life in captivity.

With 25 years providing quality Montessori education, our school is a recognized asset to the community, and we are committed to securing our continued growth into the future, as well as providing employment and attracting families to the area. Part of the commitment of this year’s annual fall festival, ***To the Rescue***, is to raise vital funds for our educational activities and facilities.

If you work up an appetite bobbing for apples, Barry’s Cafe will offer mouth-watering dishes hot from the grill. This local caterer gets rave reviews from customers not only for their food, but for their work supporting local fire departments. The festival will feature carnival game booths with prizes, bouncy houses, train rides, and street performers such as magician Wayne Anderson and Across the Pond DJ, Kate Steiman. Everyone will soak up the atmosphere as the children play in our mini-theme park. Color, sounds, food and kids running and jumping with excitement... it’s going to be a fabulous event. For the adults, we will also have several vendor booths representing local businesses to browse.

We would so much appreciate your business sponsorship of our ***To the Rescue*** fall festival this year. Our fundraising goal for the festival is \$10,000. Income from ticket sales will go towards that goal, but we cannot reach it without your help as a local business. With your sponsorship you help us improve our science and technology programs and to realize our strategic goal of providing the area with a Montessori middle school. Additionally, your help will also benefit the Carolina Tiger Rescue in their mission to rescue abandoned and abused big cats.

Your contribution is an investment in the future of The New School Montessori Center and a vote of confidence in our Holly Springs community. We offer you specific benefits that highlight the recognition your business will receive. Please take a moment to review the benefits of each sponsor level listed in the enclosed material and return the “Participation Form” indicating your level of support. As your school is a non-profit corporation, your donation is tax-deductible (please consult your tax advisor for confirmation).

Please feel free to contact us at (919) 303-3636 or info@montessoricenter.org if you have questions. We very much appreciate your time to consider this opportunity for your business.

Regards,






New School Fall Festival Committee



Save the date for our “To the Rescue” Fall Festival!

- When?** Friday, October 26th
- Where?** New School Montessori Center, Holly Springs
- Why?** To provide our families with a fun evening, raise funds for the school, and to raise awareness for big cat conservation.

Festival Facts for Sponsors

-  Last year, the New School hosted its first ever annual fall festival. The high attendance, with hundreds of parents, kids, teachers, and volunteers, raised the visibility for our local business supporters. This year, current interest and participation is at a fever pitch, so we anticipate an even larger turnout.
-  Our festival theme this year is big cat conservation. Fostering a love of nature and an appreciation for the environment is a vital part of a child’s education and an important goal in our school. This year, our children, from toddlers to elementary students, will be learning about big cat conservation. In light of this focus, we are donating a percentage of our proceeds from *“To the Rescue”* to Carolina Tiger Rescue.
-  The majority of the proceeds raised from our Fall Festival will help the school to fund building improvements, support our scholarship program, bolster our science and technology classes, and help with our expansion project to open a middle school.
-  Last year’s sponsors have enjoyed a year of marketing exposure to our parent body, teachers, volunteers, and to the public via our website, word-of-mouth, and yearbook. We are committed to promoting and supporting our sponsors not only throughout the year to our parents, but to the public through press releases, web links, blog mentioned, Twitter posts, and Facebook status updates. The enclosed sponsorship benefits provide more details on how your business will benefit from high visibility by supporting our fall festival.
-  To make this year’s festival a success, we really need your help! We thank you for your time and consideration.





New School 2012 Fall Festival Sponsorship Benefits

Jaguar Level

\$1,000 and Over

- 🐾 Two adult and two child wristbands for the festival (or, alternatively, 35 free raffle tickets)
 - 🐾 Two adult and two child meal tickets for Barry's Cafe dinner at the festival
 - 🐾 Your logo with linked URL to your website and your business information displayed on the New School website
 - 🐾 Premier display of your logo on all event posters and other publicity items
 - 🐾 Your business logo printed prominently on the back of our festival shirt indicating highest sponsorship level and two complimentary shirts
 - 🐾 Your business featured in our social media event messaging (Facebook and Twitter)
 - 🐾 Free vendor booth at festival (or, if no booth, free half page ad in 2012/2013 New School Yearbook)
 - 🐾 Your marketing material (brochure or business card) on display in school front office for 4 months including one free distribution of marketing material in parent folder
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Cheetah Level

\$500

- 🐾 Two children's wristbands for the Festival (or, alternatively, 25 free raffle tickets)
 - 🐾 Two complimentary adult meal tickets for Barry's Cafe dinner at the festival
 - 🐾 Your logo with linked URL to your website displayed on the New School Website
 - 🐾 Your business logo printed on the back of our festival T-shirts (with one complimentary shirt) in addition to your logo printed on all event advertising
 - 🐾 Your business mentioned in our social media event messaging (Facebook and Twitter)
 - 🐾 Free business card sized ad in the 2012/2013 New School Yearbook
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Tiger Level

\$250

- 🐾 Two adult's wristbands for the 2012 Festival (or, alternatively, 15 free raffle tickets)
- 🐾 Two complimentary child meal tickets for Barry's Cafe dinner at the festival
- 🐾 Your business name with your linked URL listed on our website
- 🐾 Your business name mentioned in all event advertising and e-newsletters
- 🐾 Your business name listed on the back of the festival T-shirt

Leopard Level

\$150

- 🐾 One child wristband for the 2012 festival (or, alternatively, 10 free raffle tickets)
 - 🐾 Your business name listed on the school's website
 - 🐾 Your business name mentioned in our parent e-newsletter on select event advertising
 - 🐾 Your business name printed on the festival T-Shirt
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Lion Level

\$75

- 🐾 One adult wristband for the 2012 festival (or, alternatively, 5 free raffle tickets)
 - 🐾 Your business name listed on the school's website
 - 🐾 Your business acknowledged in our parent e-newsletter
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Vendor Booth Pricing

- 🐾 Pricing for booths with orders, or services for sale products: \$100
 - 🐾 Marketing or advertising booth (no sales): \$50
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In-Kind Donors

Do you have a business, skill, or product that you could donate or loan to support our festival? We especially need help with printing, marketing, distributing fliers, and event organizers and volunteers. A list of needs is in the information section on our festival web page. Any and all support is welcome and much needed. We will provide benefits for sponsors to the value of the in-kind services or goods.

Additional Information

Contributions will support The New School Montessori Center in the following areas:

- 🐾 Provide additional funds for enhancement materials and programs
- 🐾 To enhance our science curriculum and support our spring science exhibition
- 🐾 Support expansion plans into middle school
- 🐾 To help the school continue to provide scholarships for families in need
- 🐾 Part of the proceeds will be donated to the Carolina Tiger Rescue

Sponsors who are unable to attend are eligible to receive raffle tickets (as indicated in the sponsorship levels above). Participants do not need to be present at festival to win raffle items. A list of items will be distributed to sponsors when available.

Thank you for your interest and support of our *To The Rescue* 2012 Fall Festival. We hope to see you there!

