

# 2011-2012 School Partner Program Directory Ad Sponsorship Levels



Each year, we rely on the support of our community and local businesses to help provide our students with the best educational environment possible. You can help! Become a School Partner by sponsoring our Directory and reach **more than 400 families, teachers and staff throughout the year**. Mary Lin PTA is a 501c3 organization and your sponsorship is tax deductible\*.

## 1. Choose your level of sponsorship. Benefits increase with each level.

- |                        |                                |   | <u>AD SIZE/SPECS</u>                        |
|------------------------|--------------------------------|---|---|
| ○ BRONZE               | \$75+                          | Directory Ad Business Card Size<br>Website Recognition  | 3.5 x 2, horizontal<br>2 x 3.5, vertical    |
| ○ SILVER               | \$200                          | Directory Ad ¼ Page<br>Website Recognition<br>School Partner Sign   | 6.5 x 2.25, horizontal<br>1.5 x 9, vertical |
|                        | <b>Best Value/Most Popular</b> |   |   |
| ○ GOLD                 | \$350                          | Directory Ad ½ Page<br>Website and Yearbook Recognition<br>School Partner Sign  | 6.5 x 4.5, horizontal<br>3.25 x 9, vertical |
| ○ PLATINUM             | \$500+                         | Directory Ad Full Page<br>Website and Yearbook Recognition<br>School Partner Sign   | 6.5 x 9                                     |
|                        |                                | <i>NOTE: Full-page back cover/color: \$700. Full page inside front and back covers b/w: \$600 each. Prior year Partners in those spots have first right of refusal.</i>                     |   |
| ○ PLATINUM PLUS (NEW!) |                                | For an additional \$200 dollars your company logo/link will be placed at the bottom of our weekly Rocket e-mail for the entire school year. (Limited to 4 Partners-first come, first serve) |   |

**(NEW!) PARENT RESOURCE/ACTIVITIES SECTION** in Directory will list after-school programs and activities (art lessons, karate, yoga, chess, tutoring programs, etc.) in our area. School Partners offering these services can place ads in this section AND their business and website link will be listed on the PARENT RESOURCE page of the Mary Lin PTA website.

## 2. E-MAIL ARTWORK in .pdf or .jpg format to [directory@marylinelementary.com](mailto:directory@marylinelementary.com)

## 3. PAY BY CHECK payable to: Mary Lin PTA or pay online at [www.marylinelementary.com/partners](http://www.marylinelementary.com/partners). MAIL to the Mary Lin at address below or e-mail us we'll pick it up from you!

Mary Lin Elementary PTA  
c/o Fundraising  
586 Candler Park Drive  
Atlanta, GA 30307

*\*PTA can express appreciation for financial support to include sponsor's logo, location, telephone number, web address and value-neutral descriptions or displays of products or services. The expression of appreciation cannot contain qualitative or comparative language or price information in order to remain tax deductible. Please consult your tax advisor for applicability to your individual tax circumstances.*

Cut here and return with check payment to the above address OR pay online at [www.marylinelementary.com](http://www.marylinelementary.com)

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_ Phone # \_\_\_\_\_

Bronze \$75     Silver \$200     Gold \$350     Platinum \$500     Platinum Plus    Total \$ \_\_\_\_\_

Use same ad as last year     E-mailing ad to [directory@marylinelementary.com](mailto:directory@marylinelementary.com)