



THE SEVEN HILLS SCHOOL



Overview of the Seven Hills 2017 Auction, TV LAND!

The Seven Hills School auction is a long-standing fundraising tradition where families come together annually to celebrate our community and support the students, programs and endowment. It's the most significant fundraising event for the school, and year after year we are committed to making the auction an even bigger success.

At the auction, guests enjoy a fabulous silent auction, exciting live auction and sit-down dinner. After dinner, guests dance the night away!

Date: Saturday, March 18, 2017

Demographics:

- More than 300 guests and volunteers attended the 2016 auction
- Guests 21 & up
- Ticket prices are \$125 or more for Host or Table Sponsorship tickets
- 2016 Corporate and Business Sponsors included: Advantage Metal Products, Alliant Employee Benefits, Aramino, BeneSys Administrators, Cytosport, F&M Bank, Mckesson, ProForm Laboratories and RPM Mortgage.
- 2016 Beverage Sponsor: Lange Twin Winery and E.J. Phair Brewing Company

Why become a Sponsor:

By becoming a sponsor for the 2017 auction, you are reaching a high-income, clearly defined audience. You are connecting with a community in an event that is talked about and remembered year after year.

Last year, this event raised more than \$400,000 and was attended by 300 parents from throughout the East Bay.

The 2017 auction, TV Land, is an ideal tool to compliment the marketing, public relations, and community service goals of companies serving this demographic. Electronic sponsorship reach over 1500.

Sponsorship Objectives:

Seven Hills School wants to make sure you receive the most recognition possible for your sponsorship. We will leverage your sponsorship in a manner that enhances your company's brand, reputation, image, and bottom-line results. After 40 years of hosting this event, we can assure you that this year's auction will be one-of-a-kind, well organized, publicized, and attended and well worth your sponsorship.

Become Involved in the Community:

The goal of the auction is to raise funds to support the wonderful academic programs, teachers, and curriculum at Seven Hills, and a portion directly supporting the School's endowment to ensure long term stability for the school. Your involvement will help us achieve our financial goals, while you gain valuable exposure leading up to and at the event. Reach target markets, increase the awareness of your business, and build your image. Become a sponsor of the Seven Hills auction and be a champion for education!

EMMY - \$10, 000

- Logo prominently featured on electronic marketing collateral including event invitation
- Logo and link on our auction website
- Social Media recognition and sharing/mentioning your page on our auction page
- Two-page, full color, center ad in auction catalog
- Logo and visibility at the main dinner and live auction event
- Recognition at the event
- Reserved table for 10 at the event

GOLDEN GLOBE - \$5000

- Logo prominently featured on electronic marketing collateral including event invitation
- Logo and link on our auction website
- Social Media recognition and sharing/mentioning your page on our auction page
- Full page, full color ad on inside cover of auction catalog
- Logo and visibility at the main dinner and live auction event
- Recognition at the event
- Reserved table for 10 at the event

PEOPLE'S CHOICE - \$3000

- Logo prominently featured on electronic marketing collateral event invitation
- Logo and link on our auction website
- Social Media recognition and sharing/mentioning your page on our auction page
- Full page, black and white ad on inside back cover of auction catalog
- Logo and visibility at silent auction tent
- Recognition at the event
- Reserved seating for 6 at event

TEEN CHOICE - \$2000

- Logo featured on electronic marketing collateral
- Logo and link on our auction website
- Social Media recognition and sharing/mentioning your page on our auction page
- Half page (landscape 5" x 8"), black and white ad in auction catalog
- Recognition at the event
- Reserved seating for 4 at the event

SAG - \$1000

- Logo featured on electronic marketing collateral
- Logo and link on our auction website
- Social Media recognition and sharing/mentioning your page on our auction page
- Quarter page (portrait 3.75" x 5"), black and white ad in auction catalog
- Recognition at the event
- Reserved seating for 2 at the event

ACTOR- \$500

- Listing and link on auction website
- Listing on electronic collateral
- Business Card (2" x 3.5"), black and white ad in auction catalog

About Seven Hills School:

The Seven Hills School is an independent, not-for-profit, day school that has been educating students aged preschool through 8th grade for over fifty years. We have received the highest accreditation by the California Association of Independent Schools (CAIS) and the Western Association of Schools and Colleges (WASC). At Seven Hills our mission is, “to develop the intellect, engage the spirit and foster respect for and responsibility to our world.” We are a community of parents, educators and students who are committed to lifelong learning. We enjoy an environment in which a student’s curiosity is inspired, engaged, and rewarded. And we support educators who value professional development, lead each other and their peers to best practices, and accomplish all of this in a spirit of collegiality. Our campus, nine acres of former ranchland set back behind Heather Farm Park in Walnut Creek, CA, is a student-centered environment that provides a myriad of experiences for our children.



Sponsorship Form

Corporate sponsorships help offset the cost of our annual auction, allowing more funds to directly support the innovative programs, talented teachers, state-of-the-art classroom technology, and engaging campus environment that make the Seven Hills experience so wonderful.

- EMMY - \$10,000 GOLDEN GLOBE - \$5,000 PEOPLE'S CHOICE - \$3,000
 TEEN CHOICE - \$2,000 SAG - \$1000 ACTOR - \$500

Company Name: _____

Contact Person: _____

Address: _____

City: _____

Zip: _____ Phone: _____ Email: _____

Affiliation to Seven Hills: Parent Former Parent Alumni Business Friend Other

Sponsorship Payment Information

- Enclosed is a check payable to The Seven Hills School. Charge credit card.

Name on Card: _____

Credit Card#: _____

CVV# (3 digit # on back of card) _____ Exp: _____ Billing zip code: _____

Mail to: The Seven Hills School, 975 N. San Carlos Drive, Walnut Creek, CA 94598

Art Work

All art work to be included in the auction catalog must be received on or before January 19, 2017. Please email Riki Gibson, Auction Coordinator at rgibson@sevenhillsschool.org.

- Business card attached Will email .jpeg logo and/or a PDF ad, print-ready
 Please publish last year's ad

If you have any questions or need more information, please contact Riki Gibson, Auction Coordinator at rgibson@sevenhillsschool.org or 925.933.0666. Fed Tax ID 94-1628213