



# Business Alliance



Make A Positive  
**IMPACT**



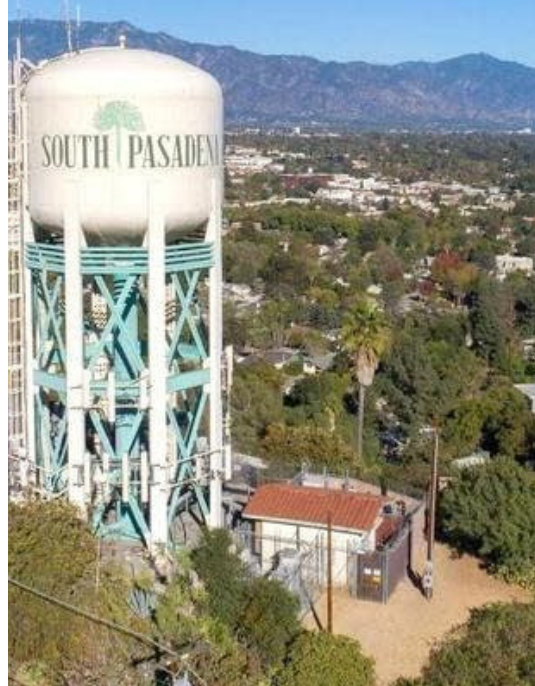
Increase Your Community  
**PRESENCE**



Be A Part Of The  
**SOLUTION**

Bringing together local businesses to help further SPEF's mission to support educational excellence in the public schools of South Pasadena.







# WHAT IS THE BUSINESS ALLIANCE?

The SPEF Business Alliance is designed to provide your business with true marketing value in exchange for your support of the public schools in South Pasadena. SPEF provides a return on your investment through social media messaging, online presence, direct access to South Pasadena families and advertisements, all while striving to minimize requests for donations and sponsorships throughout the year.

The Business Alliance gives you the ability to customize at a level that is financially beneficial to your business.

**YOUR SUPPORT WILL GO TOWARDS VITAL PROGRAMS AND INVESTMENTS, SUCH AS INNOVATIVE TEACHING METHODS, VISUAL AND PERFORMING ARTS, NEW TECHNOLOGY, ENGINEERING AND MATH CURRICULA, AND MANY OTHER INITIATIVES THAT WOULD NOT EXIST WITHOUT OUR COMMUNITY'S SUPPORT.**

Families move to South Pasadena because the schools are ranked among the best in the state. A strong school district helps keep the community thriving, which is great for local businesses.





# SPEF EVENTS

SPEF events raise money for South Pasadena schools while bringing our families and our businesses together. Events are great opportunities to get your brand in front of our supporters.

## Food For Thought

SPEF chooses a typically slow restaurant day for this event, and our advertisements encourage families to eat out all day. Participating restaurants give 10% of their proceeds for the day back to SPEF. With Food For Thought participants offering breakfast, snacks, lunch, coffee, dinner and/or dessert, no one has to cook all day! This event is a great way for restaurants to participate in our Business Alliance.



SEPTEMBER

## 5th Grade Musical

SPEF's 5th Grade Musical brings together 90 students from all three local elementary schools and teaches them the process of producing a musical from beginning to end. Rehearsals start in September and continue until performances in February. This is the first time on stage for many, and students leave feeling more confident than when they started. There are four performances that draw over 1,500 people throughout the weekend.



FEBRUARY

## Parti Gras

Parti Gras, our annual gala, is by far our biggest event, with an annual attendance of 900+. Attendees dine on small plates of food generously donated by our restaurant partners, then bid on items at our very popular silent and live auctions. There are entertaining activities throughout the evening, including dancing and sponsored adult style attractions. Examples of unique sponsorship opportunities from previous events include a bull ride, ferris wheel, whiskey & wine toss and, at our last event, Richard Blade DJ'ing the night away.



MAY



# SPEF PROGRAMS

SPEF provides enrichment programs for students outside the regular school day. Enrollment in these programs is 3000+ students yearly.

## After School Classes

The day isn't over when school gets out, and for many parents that means keeping their students engaged in enriching activities. SPEF provides an After School Program at each of our three elementary schools and the middle school. Over 500 families utilize these services throughout the year.



FALL &  
SPRING



SUMMER

## Summer School

SPEF provides Summer School classes for students Kindergarten - 12th Grade. SPEF classes are fun and engaging, with hands-on projects that help students learn without feeling like they are in school. We enroll over 2,000 students per year, and our catalogs go out to all our SPUSD families. Classes are from all aspects of the curriculum and include enrichment and proficiency, as well as credit recovery and advanced credit classes for our high school students.

## SPEF Sports & Academic Camps

It started with SPEF's most popular camp, A.C. Green Basketball & Leadership Skills. Now SPEF offers camps throughout summer and sometimes during Spring Break. Academic offerings have consisted of Art Exploration, Coding, and Science camps. There are also sports camps such as Dance, Tennis, Soccer, Volleyball, Golf, and Basketball. Over 800 students attend our camps each year.



SPRING &  
SUMMER



# Business Alliance Sponsorship Recognition

Sponsor levels include all the benefits of Formal Recognition and Marketing below.  
Customization is at the level of sponsorship for each program and event.

## Formal Recognition For All Levels

- SPEF monthly e-blast newsletter sent out to over 6,000 subscribers
- Tiered listing on SPEF website
- Tiered listing in the Program catalog & Event program
- SPEF Business Alliance window cling to place in your business window
- Invitation to SPEF's annual Major Donor recognition party

## Silver & Gold Additional Formal Recognition

- Tiered listing in 5th Grade Musical Program
- Tiered listing in Summer School and After School Catalogs distributed directly to each SPUSD family

## Marketing & Advertisement

- Use of SPEF's logo in your business generated marketing and promotional materials
- Hyperlink from the [SPEF4kids.org](http://SPEF4kids.org) website
- Tiered listing in the SPEF Thank You ad in the South Pas Review and/or the [Southpasadenan.com](http://Southpasadenan.com)
- SPEF's Thank You yard sign displayed for two weeks placed prominently in front of your business

**6000+**  
Newsletter  
subscribers

**4000+**  
Summer  
catalogs

**1500+**  
Musical  
programs

**900+**  
Parti Gras  
guests



# Business Alliance Levels

## EDUCATOR'S CIRCLE

### \$1,000

Bronze Level Sponsorship of:

- One Program - After School, Summer School, or Summer Camps
- One Event - Parti Gras or Fifth Grade Musical

### \$1,500

Bronze Level Sponsorship of:

- Two Programs - After School, Summer School, or Summer Camps
- One Event - Parti Gras or Fifth Grade Musical

### \$2,500

Bronze Level Sponsorship of:

- Three Programs - After School, Summer School, & Summer Camps
- Two Events - Parti Gras & Fifth Grade Musical

## PRINCIPAL'S CIRCLE

### \$5,000

- Silver Level Sponsorship of 3 Programs - After School, Summer School & Summer Camps
- Bronze Level Sponsorship of 2 Events - Parti Gras & Fifth Grade Musical

### \$10,000

- Gold Level Sponsorship of 3 Programs - After School, Summer School & Summer Camps
- Silver Level Sponsorship of 2 Events - Parti Gras & Fifth Grade Musical

## SUPERINTENDENT'S CIRCLE

### \$15,000

- Gold Level Sponsorship of all SPEF Programs: After School, Summer School & Summer Camps
- Platinum Level Sponsorship of 2 Events - Parti Gras & Fifth Grade Musical

**Customized Marketing To Fit Your Needs**

### \$25,000

- Gold Level Sponsorship of all SPEF Programs: After School, Summer School & Summer Camps
- Titanium Level Sponsorship of 2 Events - Parti Gras & Fifth Grade Musical

**Customized Marketing To Fit Your Needs**



# Sponsorships for Individual Events & Programs

## BRONZE LEVEL SPONSORSHIPS INCLUDE:

### AFTER SCHOOL, SUMMER SCHOOL, AND/OR SUMMER CAMPS

Throughout The Year

- Tiered recognition in Afterschool publications and/or 5th Grade Musical program
- Tiered inclusion in the Summer School catalog that is mailed to over 4000 SPUSD families.
- Tiered inclusion in all web announcements and email newsletters
- Tiered inclusion on the SPEF website with a link to your website

### FIFTH GRADE MUSICAL

February

- Tiered inclusion in all web announcements and emails
- Tiered inclusion in event program and on the event website with a link to your website
- Your business name mentioned as a Bronze level sponsor in all announcements
- Tiered inclusion on business sponsor banner hung at the event

### PARTI GRAS

May

- Tiered inclusion in all web announcements and emails
- Tiered inclusion in the event program and on the event website
- Tiered inclusion in event website with a link to your website
- Your business name mentioned as a Bronze level sponsor in all announcements
- 2 tickets to Parti Gras
- 1 ticket for the sponsor only raffle

## SILVER LEVEL SPONSORSHIPS INCLUDE:

*Includes all of the Bronze Level perks above as well as those below.*

### AFTER SCHOOL, SUMMER SCHOOL & SUMMER CAMPS

1/4 page ad or coupon in the Summer School catalog and Fifth Grade Musical program  
Customizable benefits to meet your needs - just let us know and we will work with you.

### FIFTH GRADE MUSICAL

- Your business name mentioned as a Silver level sponsor in all announcements
- Tiered inclusion on business sponsor banner hung at the event
- Customized Fifth Grade Musical program ad in 2,000+ programs

### PARTI GRAS

- Your business name mentioned as a Silver level sponsor in all announcements
- Customized Parti Gras program ad in 900+ programs
- 4 tickets to Parti Gras & reserved seating
- 3 tickets for the sponsor only raffle (raffle prize changes each year)



# Sponsorships for Individual Events & Programs

## GOLD LEVEL SPONSORSHIPS INCLUDE:

*Includes all of the Bronze & Silver Level perks above as well as those below.*

### AFTER SCHOOL, SUMMER SCHOOL & SUMMER CAMPS

- Named sponsor of a Summer School Class or Summer Camp of your choice (as availability allows)
- Customizable benefits to meet your needs - just let us know and we will work with you.

### FIFTH GRADE MUSICAL

- Your business name mentioned as a Gold level sponsor in all announcements
- Tiered inclusion on business sponsor banner hung at the event

### PARTI GRAS

- Your business name mentioned as a Gold level sponsor in all announcements
- Customized Parti Gras program ad in 900+ programs
- 6 tickets to Parti Gras & reserved seating
- 5 tickets for the sponsor only raffle (raffle prize changes each year)

## PLATINUM LEVEL SPONSORSHIPS INCLUDE:

*Includes all of the Gold, Bronze & Silver Level perks above as well as those below.*

### FIFTH GRADE MUSICAL

- Your business name mentioned as a Platinum level sponsor in all announcements
- 10'x10' informational booth at the event
- Unique business sponsor banner hung at the event

### PARTI GRAS

- Your business name mentioned as a Platinum level sponsor in all announcements
- 8 tickets to Parti Gras  
Reserved table & dedicated server
- 7 tickets for the sponsor only raffle (raffle prize changes each year)

Customized Marketing To Fit Your Needs

## TITANIUM LEVEL SPONSORSHIPS INCLUDE:

*Includes all of the Platinum, Gold, Bronze & Silver Level perks above as well as those below.*

### FIFTH GRADE MUSICAL

- Your business name mentioned as a Titanium level sponsor in all announcements
- 10'x10' informational booth at the event
- Unique business sponsor banner hung at the event

### PARTI GRAS

- Your business name mentioned as a Titanium level sponsor in all announcements
- 10 tickets to Parti Gras  
Reserved table & dedicated server
- 10 tickets for the sponsor only raffle (raffle prize changes each year)

Customized Marketing To Fit Your Needs

# Thank You

WINDOW CLING TO PROUDLY DISPLAY  
IN YOUR BUSINESS WINDOW FOR  
FAMILIES TO SEE YOU SUPPORT THE  
SPUSD SCHOOLS.



YARD SIGNS GO UP IN NOVEMBER TO  
SAY THANK YOU TO BUSINESSES AND  
FAMILIES THAT SUPPORT SPEF.











*THE MISSION OF THE SOUTH PASADENA EDUCATIONAL  
FOUNDATION IS TO SUPPORT EDUCATIONAL EXCELLENCE IN  
THE PUBLIC SCHOOLS OF SOUTH PASADENA THROUGH  
FUNDRAISING AND OPERATION OF ENRICHMENT PROGRAMS*



 **SPEF4kids.org**



 **@SPEF4kids**