



PS 281 The River School is a recently established neighborhood public school serving pre-kindergarten through 5th grade. As we expand, we rely on the generous donations of businesses to help fund enrichment programs, supplies, and other resources that the Department of Education budget does not provide. In addition to supporting our children, by donating to the PTA you'll be **marketing your products and services to a growing community of 300+ families in the Kips Bay, Murray Hill, Waterside Plaza, and Tudor City neighborhoods** who spend thousands of dollars per day at local businesses!



The River School PTA Sponsorship Opportunities _____

Donor Sponsor

- Donate a product or service to the Spring Benefit & Auction

Ad Sponsor Packages

\$150 HALF PAGE PACKAGE

- Half Page Ad in:
 - Spring Benefit Program
 - 2018/19 Yearbook

\$300 FULL PAGE PACKAGE

- Full Page Ad in:
 - Spring Benefit Program
 - 2018/19 Yearbook

Supporting Sponsor - \$750

- Full page ad in Spring Benefit Program and the 2018/19 Yearbook
- Digital ad on Read-a-Thon pages (potential to be viewed up to 15,000 times)
- Listing as event sponsor with prominent logo exposure on auction site for 45 days leading up to the event

Premium Sponsor - \$2,000

- Full page ad in Spring Benefit Program and the 2018/2019 Yearbook
- Digital ad on Read-a-Thon pages (potential to be viewed up to 15,000 times)
- Listing as event sponsor with prominent logo exposure on auction site for 45 days leading up to the event
- Logo exposure at Spring Benefit on May 17
- Promotional table at the Spring Benefit, plus two tickets to attend

Additional sponsorship levels may be available. To take full advantage of all advertising opportunities, ads must be received by February 15, 2019. Contact pta.president@ps281.org for more details.



Spring Benefit & Auction 2019 Donation & Sponsorship Form

Donor Information

Company Name: _____ Contact Name: _____

Address: _____ Website: _____

Phone: _____ Email: _____

Donation Information

Item Name: _____ Estimated Retail Value: _____

Description (as you would like it to appear on the listing):

Restrictions, Limitations, and/or Expiration Date:

Item/Gift Certificate Enclosed

Present form to redeem

Call to arrange pick-up/delivery

Solicitor Information

PS281 Parent Name: _____ Phone: _____ Email: _____

Sponsorships + Program Ads

Premium Sponsor - \$2,000

Supporting Sponsor - \$750

Full Page Ad Package - \$300

Half Page Ad Package - \$150

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Please return this form and deliver donated items to the address below by April 1, 2019.

The River School PTA - 425 East 35th Street - New York, NY 10016 - 212.251.6640

If donated item is accepted in electronic or printed form (e.g., e-gift card), you can email the item and this form to springbenefit@ps281.org.

Thank you for your generous support! For questions, contact springbenefit@ps281.org.

The River School - PS 281 PTA is recognized as a not-for-profit organization under section 501(c)(3) of the Internal Revenue Code (EIN: 90-1020071). All contributions are tax deductible to the fullest extent allowable by law.