



April 22, 2024

Dear Zach Community,

Thanks to generous businesses in our community, the Zach Elementary School PTO exceeded our **Zach Enrichment Fund (ZEF) FUNd RUN** school-wide fundraising goal last year. The ZEF supplements district and state funds by raising classroom budgets and supporting grants for teachers throughout the year that directly benefit our students. In the past, ZEF funds have paid for Reading Eggs & Math Seeds curricula, laptops, science materials, the Renaissance Festival, and so much more. Last fall, Zach teachers and parents voted on how to allocate the additional money we raised and decided to expand our outdoor classroom to enhance the learning experience of our students.

**This year, we have redesigned our business sponsorship opportunities to provide more value for our sponsors.** Businesses will have the opportunity to sponsor our two-week FUNd RUN fundraising campaign in addition to receiving opportunities to participate in our annual Back to School Bash held on Friday, September 6, and recognition in our school directory that is distributed to over 400 student families in the fall.

Our school community loved last year's inaugural FUNd RUN. It has quickly become a Zach tradition. Like last year, students will have opportunities to win individual prizes throughout our two-week fundraising campaign beginning Friday, September 20, 2024 and ending with the FUNd RUN on Friday, October 4. **Our 2024 goal is to raise \$50,000 during the two-week campaign.**

Zach's long history of student success can be attributed to our wonderful teachers and staff, parental involvement, and businesses in the community. We are asking businesses in our community to help Zach by helping to underwrite the cost of our fundraising efforts. This will ensure that all money raised by students will go directly to the ZEF. A Sponsorship from your business would be a great addition to our campaign! We are offering three different sponsorship levels with varying benefits in addition to a la carte sponsorship and advertising options. If you would like to become a sponsor, please contact Crystal Smith at 214-215-2470 or [crystalcorwinsmith@gmail.com](mailto:crystalcorwinsmith@gmail.com) to discuss your desired sponsorship level. All donations are tax-deductible as allowed by the Internal Revenue Service, tax ID #84-6013733.

**Thank you for supporting our children, our teachers, and our community!**

Gratefully,

*Crystal Smith*

Crystal Corwin Smith  
Zach Enrichment FUNd RUN Committee Member  
3434 Rocky Stream Drive,  
Fort Collins, CO 80528

Principal Angel Herrick  
Zach Elementary  
[angelh@psdschools.org](mailto:angelh@psdschools.org)

# Sponsorship Opportunities



<b>Gold Sponsorship \$1,250</b>	
Sponsors at this level will provide a cash donation of \$1,250 and will receive the following benefits.	
✓	Company logo and hyperlink on the FUNd RUN website that is seen by parents and family members of Zach students who will also be sharing the website through social media, email, and text communications.
✓	Company logo and thank you in weekly Zach e-newsletter to families for 3 months (September - December).
✓	Logo on Zach PTO Facebook page.
✓	Company name and promotions 6 times on Zach PTO Facebook page during two-week campaign.
✓	Thank you on official Zach School Facebook and Instagram pages 1 time each week during the two-week campaign.
✓	Thank you in the Back to School Video seen by Zach parents. Note, sponsors must submit a check by <b>August 16, 2024</b> for inclusion in the video.
✓	Thank you in the final letter to parents at the end of the two-week campaign.
✓	Company name on race day t-shirt provided to all students and teachers.
✓	Color logo on sponsorship banner that will be displayed on the school fence on the day of the <b>FUNd RUN, Friday, October 4, 2024</b> .
✓	Full page, black and white ad in the <u>2024-2025 Zach School Directory</u> . The directory is FREE for all Zach students and distributed to over 400 families in our school community. <b><i>*Note: See Advertising A La Carte options to secure a spot on the directory covers. Spots are first-come, first-served.</i></b>
✓	Table at Zach's Annual Fall <b>Back to School Bash</b> on <b>September 6, 2024 from 2:30-5:30</b> . Table must be set up and staffed by the sponsoring company. Sponsors are encouraged to bring branded materials for their table.
<b>Silver Sponsorship \$750</b>	
Sponsors at this level will provide cash donation of \$750 and will receive the following benefits.	

# Sponsorship Opportunities



✓	Company logo on the FUNd RUN website that is seen by parents and family members of Zach students who will also be sharing the website through social media, email, and text communications.
✓	Company logo and thank you in weekly Zach e-newsletter to families for 3 months (September - December).
✓	Logo on Zach PTO Facebook page.
✓	Company name and promotions 4 times on Zach PTO Facebook page during two week campaign.
✓	Thank you on official Zach School Facebook and Instagram pages 1 time each week during the two-week campaign.
✓	Company name on race day t-shirts provided to students and teachers.
✓	Thank you in the final letter to parents at the end of the two-week campaign.
✓	Half page, black and white ad in the <u>2024-2025 Zach School Directory</u> . The directory is FREE for all Zach students and distributed to over 400 families in our school community. <b>*Note: See Advertising A La Carte options to secure a spot on the directory covers. Spots are first-come, first-served.</b>
<b>Bronze Sponsorship \$500</b>	
Sponsors at this level will provide a cash donation of \$500 and will receive the following benefits.	
✓	Company name and logo on fundraising website.
✓	Company logo and thank you in weekly Zach e-newsletter to families for 3 months (September - December).
✓	Company name promoted 2 times on Zach PTO Facebook page during two week campaign.
✓	Thank you on official Zach School Facebook and Instagram pages 1 time each week during the two-week campaign.
✓	Thank you in the final letter to parents at the end of the two-week campaign.
✓	Quarter page, black and white ad in the <u>2024-2025 Zach School Directory</u> . The directory is FREE for all Zach students and distributed to over 400 families in our school community. <b>*Note: See Advertising A La Carte options to secure a spot on the directory covers. Spots are first-come, first-served.</b>

# Sponsorship Opportunities



<b>Advertising A La Carte</b>	
<input type="checkbox"/>	Table at Zach's Annual Fall <b>Back to School Bash</b> on <b>September 6, 2024</b> from <b>2:30-5:30</b> . Table must be set up and staffed by the sponsoring company. <b>\$100</b>
<input type="checkbox"/>	*Front Interior Cover of School Directory: Full Page, B/W, <b>\$500</b>
<input type="checkbox"/>	*Back Interior Cover of School Directory: Full Page, B/W, <b>\$300</b>
<input type="checkbox"/>	*Front Interior Cover of School Directory: Half Page, B/W, <b>\$250</b>
<input type="checkbox"/>	*Back Interior Cover of School Directory: Half Page, B/W, <b>\$150</b>
<input type="checkbox"/>	*Back Exterior Cover of School Directory: Full Page, B/W, <b>\$300</b>
<input type="checkbox"/>	*Back Exterior Cover of School Directory: Half Page, B/W, <b>\$150</b>
<input type="checkbox"/>	Full page B/W ad in School Directory, <b>\$200</b>
<input type="checkbox"/>	½ B/W ad in School Directory, <b>\$100</b>
<input type="checkbox"/>	¼ B/W ad in School Directory, <b>\$50</b>
<p><b><i>*Cover advertising on the School Directory will be accepted on a first-come, first-served basis. Please Elise Pringle at 970-290-6044 or <a href="mailto:elisepringle@yahoo.com">elisepringle@yahoo.com</a> to determine what options are available before submitting your check and sponsorship form.</i></b></p>	

***In-kind donations for the FUNd RUN will be considered on an individual basis. Please contact Crystal Smith to discuss, [crystalcorwinsmith@gmail.com](mailto:crystalcorwinsmith@gmail.com).***

Please complete the form below and email a copy to [crystalcorwinsmith@gmail.com](mailto:crystalcorwinsmith@gmail.com) no later than **August 30, 2024**. Feel free to contact Crystal Smith with any questions, 214-215-2470.

- Please note, for inclusion in the Back to School Video, checks must be received by **August 15**.
- School Directory Placement is first-come, first-served. Please call Elise Pringle at 970-290-6044 or [elisepringle@yahoo.com](mailto:elisepringle@yahoo.com) to confirm space availability before submitting your form.
- Sponsorship checks will be accepted until September 30th but sponsors may forgo some benefits.

# Sponsorship Opportunities



## Artwork Specifications, Due Dates and Submission Contact Information

### School Directory Specifications:

- Each page of the School Directory is 8 ½ x 11 and all content is produced in black and white. Ads are placed in random order based on size throughout the Directory.
- Cover ads are first-come, first-served
- Send your company's high resolution black and white Ad for the Directory to [elisepringle@yahoo.com](mailto:elisepringle@yahoo.com) by **September 13**.

### Back to School Video and FUNd RUN Specifications:

- High resolution color PNG logo to [julianablakely@gmail.com](mailto:julianablakely@gmail.com) by August 30, 2024.

Sponsorship Submission Form		
Company Name (as you want listed on marketing materials)		
Sponsorship Level		
A La Carte Advertising		
	Total Sponsorship Cost	\$

All Checks should be mailed to the following address no later than **August 30, 2024**:

Payable to: Zach Elementary School  
 Attn: Stacey Towne  
 3715 Kechter Road  
 Fort Collins, CO 80528

# Fundraising FAQs



*Your support of Zach will create awareness and goodwill for your business!*

## **Zach Elementary School Facts**

- Zach serves over 475 students K-5th in Fort Collins.
- Zach won the National Blue Ribbon Award in 2018 and is nominated again in 2023.
- Zach is ranked as one of the top performing schools in the State of Colorado.
- Zach has been a recipient of The John Irwin School of Excellence and the Governor's Distinguished School Improvement Awards for over a decade.

## **Online Presence and Social Media Statistics**

- Zach's weekly e-newsletter is seen by over 540 parents and guardians every week.
- Zach Elementary School's Instagram account has 129 followers.
- Zach Elementary School's PTO Facebook page has over 280 followers.

## **FUNd RUN**

- Zach's two-week fundraising campaign reached 800 individuals in the form of emails, texts, and social media views during our 2023-2024 campaign.
- Over 76 percent of the Zach community participated in the 2023-2024 FUNd RUN campaign

## **Back to School Bash**

- Gathering of our entire school community for an evening of friendship and fun
- Over 300 Zach families attend, reaching over 1000 students, parents, siblings, and guardians.

## **School Directory**

- Zach's School Directory is published annually in late Fall.
- Zach's School Directory is distributed to every family attending Zach.