

CORPORATE SPONSORSHIP PROPOSAL

Re: **ADVANCED IMAGING EAST & MCCPTA Membership Committee**

Background

Advanced Imaging has participated as a vendor at the MDPTA Convention Expo for the past two years. After initial conversations at the convention, MCCPTA Membership Chair Tracie Potts met with owners William (Bill) Frey and his partner Dave on August 24 at their new production facility in Crofton. (Both have lived in Montgomery County. Bill is a Wheaton High School graduate. To create greater exposure for its spirit wear program, Advanced Imaging is interested in sponsoring this year's membership campaign as follows

ADVANCED IMAGING WILL:

- Donate at no cost to MCCPTA **one incentive for each monthly membership campaign winner** September – March 2016-17. Winners will be allowed to select from a list of promotional items such as a banner, or 5-10 t-shirts, tote bags, mugs, etc. Each winner can use the standard PTA logo with their school name or create a custom design online. (Tracie and Dave will work together to provide a specific list of incentive prizes.)
- Offer **specific incentives to any MCCPTA unit that uses Advanced Imaging as its spirit wear vendor**, in addition to what's offered to regular customers. Tracie and Dave will work together to determine specific items. Advanced Imaging's spirit wear program includes free online store setup, free online design, small orders/no minimums, direct-to-customer shipping and hundreds of spirit wear and promotional items that can be customized with the school or PTA logo.

MCCPTA WILL:

- Recognize Advanced Imaging as an **exclusive preferred printing partner/sponsor in electronic communications** (emails, listservs, website, etc.).
- Allow Advanced Imaging **promotional materials in packets** to local units (if such packets are provided at events or via mail/PONY).
- **Provide space for Advanced Imaging at countywide events**, including but not limited to fall training, spring training and the Presidents & Principals dinner.

NEXT STEP

MCCPTA Executive Committee and/or Board approval is requested at the September 1 meeting so we can quickly finalize incentive options and begin promoting the September contest and incentive.

CONTACTS

Tracie Potts, Membership Chair
202-365-3766 (cell)
Traciepotts1@verizon.net

William (Bill) Frey
Advanced Imaging
301-931-0183 (office)
301-252-4283 (cell)
wfrew@advancedimag.com
www.advancedspiritwear.com
2138 Priest Bridge Court #3
Crofton, MD 21114