



**DEER VALLEY**  
*Unified School District*

**Highland Lakes School**  
19000 N. 63rd Avenue  
Glendale, AZ 85308  
623.376.4300 Phone  
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[www.dvusd.org](http://www.dvusd.org)

**SUPERINTENDENT**  
Curtis Finch, PhD

**GOVERNING BOARD**  
Kimberly K. Fisher, MAFM  
Jenny Frank  
Ann O'Brien  
Ann Elizabeth Ordway  
Darcy Tweedy

September 24, 2017

Attn: Family Business Owners

We are writing to share information with you about becoming a community partner with Highland Lakes School PTSO for our Fourth Annual Bearathon Fun Run.

The Highland Lakes Bearathon Fun Run is our only major fundraiser of the year. One hundred percent of proceeds are donated back to Highland Lakes School. The run is on Wednesday, November 15, 2017 at Highland Lakes School. We kick-off our pledge drive on Friday, October 27, 2017. Students ask family and friends for pledges as they run 25 laps around a track on our campus. Last year, thanks to sponsors like you, we raised over \$34,000.

There are multiple options for sponsorship, as outlined on the attached Sponsorship Opportunities. Your partnership helps offset the costs of organizing the run. Proceeds from the fun run go to purchase the necessary items to enhance our children's learning experience such as laptops, curriculum and supplies for our classrooms. With limited state funding our school struggles to provide tools necessary for learning. The Highland Lakes Parent Teacher Student Organization (PTSO) is committed to providing our students with the most up to date technology possible to ensure their success. We hope you will help us achieve this goal.

Thank you for your consideration. We are happy to meet or speak with you if you have any questions, concerns or ideas. (623) 826-8125. For inclusion in our promotional materials, please respond no later than Friday, October 6<sup>th</sup>, 2017. email logos to [highlandlakesptso@gmail.com](mailto:highlandlakesptso@gmail.com)

With Sincere Appreciation,

Highland Lakes School PTSO  
[highlandlakesptso@gmail.com](mailto:highlandlakesptso@gmail.com)  
[highlandlakesptso.com](http://highlandlakesptso.com)

The Highland Lakes PTSO is a 501(c)(3) nonprofit corporation. All donations are tax deductible. Our Federal Tax ID # is 46-3467094.

# **2017 Highland Lakes School PTSO Bearathon Fun Run Sponsorship Opportunities**

## **Gold Bear Presenting Sponsor (\$1000)**

- Sponsor's name featured as part of event logo on all promotional materials and precede event name in all communications, i.e. '(Sponsor Name) HLS Bearathon'
- Sponsor Name highlighted on HLS Marquee and during school announcements
- Sponsor's logo prominently placement on:
  - T-shirt (Qty: 650)
  - Brochure (Qty: 2500)
  - PledgeStar
  - HLS Website
  - PTSO Website
  - PTSO Facebook
  - Banner displayed in front of school
  - Bearathon Arch during event day-of

## **Polar Bear Sponsor (\$750)**

- Sponsor Name highlighted on HLS Marquee and during school announcements
- Sponsor's logo prominently placement on:
  - T-shirt (Qty: 650)
  - Brochure (Qty: 2500)
  - PledgeStar
  - PTSO Website
  - PTSO Facebook
  - Banner displayed in front of school
  - Bearathon Arch during event day-of

## **Grizzly Bear Sponsor (\$500)**

- Sponsor Name highlighted during school announcements
- Sponsor's logo placement on:
  - T-shirt (Qty: 650)
  - Brochure (Qty: 2500)
  - PledgeStar
  - PTSO Website
  - PTSO Facebook
  - Bearathon Arch during event day-of

## **Black Bear Sponsor (\$250)**

- Sponsor Name highlighted during school announcements
- Sponsor's logo placement on:
  - Brochure (Qty: 2500)
  - PledgeStar
  - PTSO Website
  - PTSO Facebook
  - Bearathon Arch during event day-of

## **Panda Bear Sponsor (\$200)**

- Sponsor Name highlighted during school announcements
- Sponsor's logo placement on:
  - Brochure (Qty: 2500)
  - PTSO Website
  - PTSO Facebook
  - Bearathon Arch during event day-of

**Highland Lakes School PTSO  
Bearathon 2017 Sponsorship Form**

Sponsor Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

I confirm the sponsorship amount of \$ \_\_\_\_\_ and authorize the use of my corporate logo and/or business name for all promotions listed in the following sponsorship category: (circle one)

- Gold Bear Sponsor (\$1500)
- Polar Bear Sponsor (\$1000)
- Grizzly Bear Sponsor (\$750)
- Black Bear Sponsor (\$500)
- Panda Bear Sponsor (\$250)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please send forms and check payable to:

**Highland Lakes School PTSO**  
19000 N. 63<sup>rd</sup> Avenue  
Glendale, AZ 85308

Inquiries, questions and logos may be emailed to: [highlandlakesptso@gmail.com](mailto:highlandlakesptso@gmail.com)