

Myrtilla Miner Elementary School | Parent Teacher Organization

October 1, 2018

Dear Capitol Hill Business:

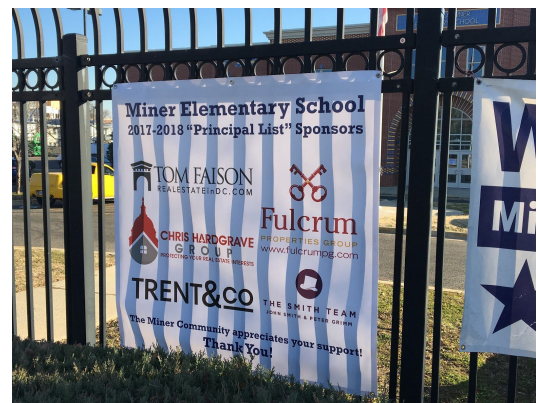
The Miner Elementary PTO has launched its second annual *Move!Play!Grow!* fundraising campaign, and we are asking for your support.

We would greatly appreciate your donation to become a *Move!Play!Grow!* sponsor. Four levels of sponsorship are available, as outlined on the attached prospectus. This includes a “Mighty Bear” exclusive title sponsor level which gets you top billing on all marketing materials at each PTO-hosted event during the school year, lead placement on our sponsors banner that will be hung year long for thousands of commuters to see and much more!

Sponsoring the Miner school community is a great opportunity for your business to show support for an up-and-coming neighborhood school in Ward 6! As a sponsor, your name will reach key Capitol Hill micro-markets. Your sponsorship will be prominently displayed throughout our digital ecosystem, on our event flyers, as well as our marketing on MOTH, members-only listservs, neighborhood listservs, and influential blogs.

We were humbled by the response last year from Tom Faison, Phil Guire & Jeanne Harrison, City Chic Real Estate, Peter Principe, The Smith Team Realtors, Fulcrum Properties Group, The Rob & Brent Group, Chris Hardgrave, Allied Title & Escrow, Trent & Co., and Congressional Capital. We are hoping to build off the success of 2017!

Compared to our sister schools throughout Ward 6, our PTO is relatively young with limited infrastructure, people-power, and resources. However, the dedicated and growing group of young neighborhood families with amazing enthusiasm is seeking to change that!



We would be grateful if you would confirm your sponsorship by Monday, October 29, when we launch our social media marketing, print the large banner and prepare to host our first Family Engagement event with YOUR name on it. Your sponsorship check can be made payable to “Miner PTO.” We will arrange to pick it up or you can mail it to Miner Elementary PTO at 601 15th Street NE, Washington, DC, 20002.

With your tax-deductible donation, Miner will continue its trajectory as a rising neighborhood school for young Capitol Hill families and your business will receive recognition as a good citizen. Please direct any questions to me or any PTO leader. Principal Jackson and the Miner community is grateful for your consideration and look forward to your support.

Sincerely,

Maggie Ben-Or, Fundraising & Grants Committee Chair
Mom to Noah (PK3)
margaret.giovanetti@gmail.com

move! play! grow!

sponsorship prospectus

**MIGHTY BEAR
TITLE SPONSOR
\$4,000**

**AVAILABLE / 1
BENEFITS**

- *Exclusive Title Sponsorship Level
- *Branded signage at all PTO events in the community
- *Lead placement on Sponsors Banner, hung in view of thousands of commuters
- *Logo linked on PTO website for a year
- *Direct acknowledgement across social channels and in PTO email
- *Personalized thank you card from a Miner Elementary class!

**FEARLESS BEAR
\$2,000**

**AVAILABLE / 5
BENEFITS**

- *Branded signage at two major PTO events
- *Prominent placement on Sponsors Banner, hung in view of thousands of commuters
- *Logo linked on PTO website for a year
- *Direct acknowledgement across social channels and in PTO email
- *Personalized thank you card from a Miner Elementary class!

**FRIENDLY BEAR
\$1000**

**AVAILABLE / 15
BENEFITS**

- *Logo on Sponsors Banner, hung in view of thousands of commuters
- *Logo linked on PTO website for a year
- *Inclusion in donor list sent to community via PTO email

**CARING BEAR
\$500**

**AVAILABLE / UNLIMITED
BENEFITS**

- *Logo linked on PTO website for a year
- *Inclusion in donor list sent to community via PTO email

sponsorship goal: \$15,000

move!play!grow!

The Miner Parent Teacher Organization (PTO) is excited to launch our annual **move!play!grow!** fundraising campaign, which allows area businesses to support Miner students, teachers, and staff each year.

As a **public, Title 1 school** where the majority of students are from under-resourced households, the PTO cannot compete with the fundraising efforts of higher-income schools **without your help.**

Your neighborhood school needs your financial support!

BECOME A M!P!G! SPONSOR TODAY!

move! Experience learning opportunities throughout the DMV with field trips.

play! Improve learning by engaging in safe, inclusive, and educational play.

grow! Cultivate young curious minds through functional technology.

What will the **move!play!grow!** program support?

- Classroom libraries & teaching resources
- Field trips
- New classroom & instructional technologies
- School garden programming & children's gardening supplies
- Festivals & assemblies to celebrate student achievements
- Restorative justice & social emotional skill-building programs