



since 1979

SPRING NIGHT BENEFIT AUCTION SPONSORSHIP OPPORTUNITIES

Thank you for your interest in sponsoring San Francisco Waldorf School's Spring Night Benefit Auction. Spring Night is one of the primary fundraisers for our school and allows us to continue providing exceptional education to our nearly 500 students from nursery through twelfth grade.

At San Francisco Waldorf School, academic excellence, social responsibility, and the recognition of each student's gifts are our guiding educational ideals. To learn more about the school and how supporting it might align with your institution's values, please visit our website www.sfwaldorf.org.

Financial giving at the corporate level greatly impacts the sustainability of our school. In addition to bridging the costs of instructional materials and providing professional development opportunities to our faculty and staff, this level of support is the cornerstone of our Tuition Assistance program and the Kitch Scholars Program, both of which afford students in need the opportunity to receive our invaluable education.

Many of our families and members of our extended community including grandparents, alumni and alumni parents attend the event and participate in our online auction. Your sponsorship will undoubtedly build a long-term relationship with members of our expansive and diverse community and will provide continuous benefits and connectivity.

Spring Night is a great opportunity to showcase your generosity, build your organization's goodwill and expand your philanthropic reach while gaining immediate exposure to a new customer base. SFWS is a 501(c)3 nonprofit organization, so your donation is fully tax deductible. Our federal ID number is 94-2538587.

Thank you for the generous support which enables us to continue our service to our students and families—and thank you for being a part of our community!

Jess Byron
Advancement Associate

SAN FRANCISCO WALDORF SCHOOL



SPRING NIGHT 2018

Tuition Assistance and Scholarship Sponsorship
General Event Sponsorship

SAN FRANCISCO WALDORF SCHOOL

SPRING NIGHT 2018 SPONSORSHIP OPPORTUNITIES

Spring Night is our not-to-be missed fundraising gala that attracts over 400 parents, teachers, and alumni; showcases 600 sponsors and prize donors; raises \$200,000+ for educational programs; and reaches more than 3,500 people. This year's event: March 10th at the historic Bimbo's 365 Club.

Become a select Spring Night Sponsor. Support inspired education for students from across the Bay Area and around the world. And gain immediate and high-impact exposure to potential customers. Here is how you can participate.

SPONSOR DIVERSITY INITIATIVES

THE KITCH SCHOLARS PROGRAM

Established in 2007, the Kitch Scholars Fund makes Waldorf's education accessible to academically capable students from underrepresented communities. The program provides full scholarships to 3-4 students each year; Kitch Scholars make up nearly 10 percent of our overall high school enrollment.

YOUR GIFTS MATTER!

\$75,000 underwrites scholarship for one high school Kitch Scholar for 4 years

\$50,000 underwrites scholarship for one middle school Kitch Scholar for 4 years

DIVERSITY FUND

The pilot program provides tuition assistance and financial support to families from underrepresented communities in Nursery through Grade 4. SFWS is actively seeking funding and partnerships from foundations, the private sector, and within our community.

YOUR GIFTS MATTER!

\$85,000 – supports tuition assistance for up to 2 children from families in Nursery – Grade 4

TUITION ASSISTANCE PROGRAM

Through the Affordable Tuition Program, the school offers need-based tuition grants to families in kindergarten through high school. Grants are made solely on the basis of financial need and admissions decisions are made without regard to the financial circumstances of a candidate's family.

IMPROVE ORGANIZATIONAL VISIBILITY AND GOODWILL

Showcase your generosity and expand your philanthropic reach while gaining immediate exposure to potential customers. As part of our sponsorship package, receive personalized company promotion and endorsements through dedicated Spring Night print and online media as well as verbal recognition on March 10, 2018.



WHAT WE NEED

Please review our sponsorship levels on the following pages. If you'd like to sponsor the event, complete and return the enclosed sponsorship form and your promotional materials by February 26, 2018 in order to have your organization listed in the auction program. Earlier submissions will ensure a prominent listing on all communications leading up to the event.

SFWALDORF.ORG/SPRING-NIGHT

SPONSORSHIP LEVELS

PREMIER EVENT SPONSOR - \$10,000 (1 AVAILABLE AT THIS LEVEL)

- Corporate Sponsorship of cocktail hour, with corporate logo displayed at bar
- Verbal acknowledgment during program at Spring Night
- Premium company logo placement on Spring Night website homepage and sponsor page, with description of services
- Company logo placement and endorsement in Spring Night email communications to parents, faculty/staff, and wider community (over 2,500 individuals)
- Dedicated Social Media outreach (Facebook/Twitter) to over 3,500 followers
- Corporate logo displayed on Thank You signage at Spring Night entrance
- 10 tickets to Spring Night benefit on March 10, 2018; Lyft Service for guests (unused tickets may be donated to faculty)



LEVEL A - \$5,000 (4 AVAILABLE AT THIS LEVEL)

- Verbal acknowledgment during program at Spring Night
- Premium company logo placement on Spring Night website homepage and sponsor page, with description of services
- Company logo placement and endorsement in Spring Night email communications to parents, faculty/staff, and wider community (over 2,500 individuals)
- Dedicated Social Media outreach (Facebook/Twitter) to over 3,500 followers
- Corporate logo displayed on Thank You signage at Spring Night entrance
- 4 tickets to Spring Night benefit on March 10, 2018; Lyft Service for guests (unused tickets may be donated to faculty)



SHOWCASE GENEROSITY

SPONSORSHIP LEVELS

LEVEL B - \$2,500 (2 AVAILABLE AT THIS LEVEL)

- Verbal acknowledgment during program at Spring Night
- Preferred company logo placement on Spring Night website homepage and sponsor page, with description of services
- Company logo placement and endorsement in Spring Night email communications to parents, faculty/staff, and wider community (over 2,500 individuals)
- Dedicated Social Media outreach (Facebook/Twitter) to over 3,500 followers
- Corporate logo displayed on Thank You signage at Spring Night entrance
- 2 tickets to Spring Night benefit on March 10, 2018; Lyft Service for guests (unused tickets may be donated to faculty)



LEVEL C - \$1,000

- Logo placement on Spring Night website sponsor page, with description of services
- Corporate logo displayed on Thank You signage at Spring Night entrance

WHY IT MATTERS

Financial Support of any amount is integral to the long-term sustainability of San Francisco Waldorf School, allowing individual students to learn in a supportive environment that nourishes positive social, emotional and academic development.



INCREASE VISIBILITY

SAN FRANCISCO WALDORF SCHOOL

AT-A-GLANCE

San Francisco Waldorf School is an independent college preparatory school in San Francisco serving 470 children from nursery through grade twelve. Its educational philosophy is based in the Waldorf method, a movement of over 1,000 schools worldwide.

Waldorf education fosters student's intellectual, social, and emotional growth as they pass through distinct stages of development, from childhood to adulthood. Creative play in the early years is followed by arts-infused academic learning in the grade school and intellectual inquiry in the high school.

Throughout the grades, our dedicated faculty and staff support student's sense of self-reliance, social responsibility, and moral purpose. Our diverse community is a source of invaluable human experience from which students learn and grow. Our school encourages young people to develop their highest human capacities and become citizens of the world.

ABOUT OUR COMMUNITY

CONSTITUENTS

- 470 students at San Francisco Waldorf School from nursery to high school, ages 2-18, including international high school students
- 900+ alumni from our high school and grade school
- 250+ grandparents and other relatives on our mailing lists

INCOME RANGE

- \$100,000+

AGE RANGE

- Parents - 30+
- Grandparents and Friends - 40+
- Alumni Parents - 40+
- Alumni - 18 to 45

GEOGRAPHIC REACH

- San Francisco Bay Area and worldwide friends and families

FAMILY MAKE-UP

- Parents - 1 to 2 parent families, single and dual income
- Alumni - single/partnered, no children

HOBBIES AND INTERESTS

- Commitment to cutting-edge, holistic education that develops a global outlook and forward looking, innovative creative leaders of the future, emphasizes creativity, and develops multi-cultural awareness
- Healthy lifestyles and sustainable living
- Travel and leisure
- Life-long learning
- Athletics
- Nature connection and outdoor adventure



DIVERSE AND DYNAMIC

SFWS 2018 AUCTION DONATION FORM

ONLINE AUCTION: MARCH 5 - 15

SILENT/LIVE AUCTION AND BENEFIT: MARCH 10

Donations must be received by February 26th, 2018 to be included in the auction.

To donate, please use the form below or visit sfwaldorf.org/donations

DONOR INFORMATION

COMPANY NAME _____

PRIMARY CONTACT _____

TELEPHONE _____ EMAIL _____

WEBSITE _____

ADDRESS _____

CITY/STATE/ZIP _____

SIGNATURE _____

DONATED ITEM INFORMATION

ITEM NAME _____

and/or check sponsor level below

- PREMIER EVENT SPONSOR
- LEVEL A
- LEVEL B
- LEVEL C

ESTIMATED RETAIL VALUE _____ MINIMUM BID (optional) _____

DETAILED ITEM DESCRIPTION *(attach separate page if needed or email to donations@sfwaldorf.org with item information)*

RESTRICTIONS *(include any expiration dates if applicable)*

Send digital files (images, logos) or request contact about your item - donations@sfwaldorf.org

Questions about cash gifts and underwriting - advancement@sfwaldorf.org

Acknowledgment and tax receipt will be issued upon delivery of donated items

PHYSICAL ITEMS *(check all that apply)*

- ITEM INCLUDED
- TO BE DELIVERED TO SCHOOL NO LATER THAN 2/26/2018
- TO BE PICKED UP BY SOLICITOR

ON (DATE) _____

AT (PLACE) _____

SERVICES AND GIFT CERTIFICATES

- CERTIFICATES INCLUDED
- TO BE CREATED BY AUCTION STAFF

Please return this form to:
SFWS Spring Benefit
2938 Washington Street
San Francisco, CA 94115

Any questions? Please contact us.
Email: advancement@sfwaldorf.org
Telephone: (415) 875-7212
SFWS Federal Tax ID: 94-2535857