



2017-2018

Dear Business Owner,

I'm Katie Abbott, returning PTSA President and alumna of Palmetto Middle School, located in Pinecrest, Florida. This year we are continuing a successful business sponsorship program that started last year at our school, and are asking local businesses, Palmetto Middle School alumni, and community leaders to participate. Our goal is to raise \$40,000 through this program. 100% of the proceeds go directly back to the school to fund student programs and needs, teacher mini-grants, technology and science improvements, award-winning sports teams, school beautification projects, and more.

While building your business profile and customer base, you can simultaneously make a real difference at a neighborhood school. You may be aware that Florida school funding is among the lowest per capita. Fortunately for our school, the PTSA is here to bridge that gap. With community and parental support, we have been able to help with school, student, and teacher needs.

There are several reasons why your business may be interested in this program. Most importantly, we are a tax-exempt organization so your donation is tax-deductible. Second, our sponsors are recognized in many ways, to thousands of Palmetto Middle family and community members. Sponsors will be recognized in our e-newsletter, on our app, on our Facebook page, and in school, depending on the level of sponsorship. Third, we have several levels of sponsorship to consider, of various categories. We have opportunities to contribute to general or specific needs. It's up to you.



Although my #1 priority is Palmetto Middle School, I have worked closely with our area PTAs and community leaders to promote our amazing, public neighborhood schools. It can be a challenge with the current focus on options such as magnet, charter, and private schools. We continue to believe that Palmetto Middle School is an excellent school choice, able to successfully meet the needs of students of multiple abilities. Palmetto will continue to serve our neighborhood and strengthen our community.

Please peruse the various Business Sponsorship opportunities we offer. If you have any questions, or have other ideas of how to support our school, please contact me, or our Business Sponsorship Chair, Lisa Merkin at lmerkin@icloud.com. Whether you choose to participate in our program or not, we encourage you to be a community member of our PTSA for a nominal fee. Membership can be obtained online: <http://www.pmsptsa.org/join.html>.



More information about Palmetto Middle School PTSA, including information about how we communicate with our Palmetto Middle School community, can be found on our web site: <http://www.pmsptsa.org>

Again, thank you so much for your consideration.

Katie Abbott

Katie Abbott
2016-2018 Palmetto Middle School PTSA President
KatieLAbbott@comcast.net 646-541-7339



**Palmetto Middle School PTSA
2017-18 Business Sponsorship Investment Levels**

Thank you for supporting Palmetto Middle School. We encourage sponsors to contact us with any questions about the school, or for a tour led by an officer of our PTSA, educational program lead, and/or Principal Gonzalez. Please refer to the list of specific Business Sponsorship Opportunities if you are interested in designating funds to a particular cause.

DIAMOND \$10,000+	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1000	BRONZE \$500	PATRON \$250
<p>Includes all the benefits of the previous category and:</p> <ul style="list-style-type: none"> ➤ Special photo opportunity in Pinecrest Tribune ➤ Name on exterior marquee 	<p>Includes all the benefits of the previous category and:</p> <ul style="list-style-type: none"> ➤ Recognition banner on display in school auditorium all year ➤ Logo inclusion in ad placement in Pinecrest Tribune ➤ Two dedicated email blasts and app shout-outs <p>For special projects:</p> <ul style="list-style-type: none"> ➤ Dedication of room/area to you 	<p>Includes all the benefits of the previous category and:</p> <ul style="list-style-type: none"> ➤ Recognition banner on display in school auditorium for 6 months ➤ Dedicated shout-out on app 	<p>Includes all the benefits of the previous category and:</p> <ul style="list-style-type: none"> ➤ Recognition banner in auditorium for 3 months ➤ Name added to ad in Pinecrest Tribune ➤ Dedicated shout-out through email blast 	<p>Includes all the benefits of the previous category and:</p> <ul style="list-style-type: none"> ➤ Commemorative Brick with your company name to be placed on front walkway of school 	<p>We recognize all Patrons year-long via our biweekly LINK e-newsletter and:</p> <ul style="list-style-type: none"> ➤ Year-long recognition on our web site ➤ Year-long recognition on our app ➤ Shout-outs on Facebook and Instagram ➤ Ability to speak and share materials at a PTSA meeting ➤ A special thank you to all sponsors on app and e-blast in June 2018 ➤ PTSA Membership



Palmetto Middle School
2017-18 Business Sponsorship Commitment Form

Sponsor Information:

Please print your Company/Foundation/Name as you would like it to appear in recognition materials. Or, check here if you wish to remain anonymous: _____

Company/Foundation/Name: _____

Contact Name: _____

Title/Position: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

*Business Logos for publication in our e-newsletter can be emailed to KatieLAbbott@comcast.net

Investment Levels:

- _____ Diamond - \$10,000+
_____ Silver - \$1,000
_____ Platinum - \$5,000
_____ Bronze - \$500
_____ Gold - \$2,500
_____ Patron - \$250

If you are interested in funding a particular need, please specify:

- ___ Science Department
___ Fine Arts (anything specific? _____)
___ Improved Technology
___ School Beautification
___ Sports Teams
___ Teacher Mini-Grants
___ Student- Based Needs
___ Auditorium Updates
___ Use Where \$ Needed Most
___ Other: _____

Payment Preference:

We accept cash or check made payable to: Palmetto Middle School PTSA
Mailing Address: Palmetto Middle PTSA/Katie Abbott, 7351 SW 128 Street, Pinecrest, FL 33156

THANK YOU!!!

Questions? Contact Katie Abbott, 2017-2018 Palmetto Middle School PTSA President,
KatieLAbbott@comcast.net & 646-541-7339
or Lisa Merkin, Business Sponsorship Chair, lmerkin@icloud.com