

Letter from the Principal

ST. THOMAS AQUINAS CATHOLIC SCHOOL

Established in 1921, St. Thomas Aquinas Catholic School has become one of the premier educational institutions in Fairfield County, with approximately 330 students in grades Pre-K through 8th. Our school is recognized as a Blue Ribbon School of Excellence by the United States Department of Education. As a model for outstanding programming in faith, education and personal growth, St. Thomas's mission is to cultivate the mind, body and spirit of the students and families that it serves from Fairfield and its surrounding towns.

We are writing to ask that you support our wonderful school by becoming a Corporate Sponsor.

Our school works hard to ensure that any family who desires a Catholic education will receive it regardless of economic ability. To that end, St. Thomas aggressively manages costs and charges annual tuition of approximately \$7,500 per student, well below comparable private schools in this area. Even this tuition is beyond the reach of many of our families. Last year, our school independently raised and provided 30 children with tuition assistance totaling \$53,500. Over the course of the past ten years we have supported over 275 students with \$400,000 of need based scholarships.

To provide these scholarships, as well as supplement our education, faculty and technology budgets, St. Thomas relies primarily on its annual **Spring to Auction Benefit**. In particular, in addition to student scholarships, the Benefit over the past four years has directly supported the hiring of a full-time guidance counselor, development of a school garden, refurbishment of numerous classrooms and increased technology. Among other things. As a result, this Benefit is the school's most important fundraising event of the year, and our Corporate Sponsor program is an integral part of it.

Our Corporate Sponsors will be featured on our online Auction website as well as in the Annual Auction Program, and our materials will be marketed to the 210+ St. Thomas families as well as countless relatives, faculty members, alumni, past families and parish members of St. Thomas Aquinas Catholic Church (which has over 5,300 parishioners). In addition, depending on the level of sponsorship, we offer our Corporate Sponsors' a number of other benefits including promotion on an I-95 billboard in Fairfield, targeted marketing campaigns to our families, preferred vendor status, and other unique and high return marketing materials.

Attached is the St. Thomas Aquinas Catholic School Corporate Sponsor Program for your review. We thank you for considering a partnership with St. Thomas Aquinas Catholic School and look forward to hearing from you shortly. If you have any questions please contact Erin Russell or Susan Muthersbaugh at sta@stasonline.net or 917-669-1279.

Fondly,

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Jo Ann Mathieson Principal

As an education organization operated by the Roman Catholic Church, St. Thomas Aquinas Catholic School LLC is exempt from federal income tax under the provisions of section 501(c)(3) of the Internal Revenue Code. Federal Employee ID# 36-4791031



Sponsorship Benefits

ST. THOMAS AQUINAS CATHOLIC SCHOOL building a strong foundation in faith and knowledge



St. Thomas Aquinas Catholic School is delighted to offer the following benefits to sponsors of the 2019 Spring to Auction.

PLATINUM \$5,000 Level – Same benefits as the \$2,500 level, plus:

Significant advertising exposure on electronic billboard on I-95: Sponsor advertising will be expanded to guarantee at least **200 flips per sponsor** during a 24-hour period.

Prominent logo placement on auction website, Bidpal device and auction scoreboard: Logo will be featured for an extended length of time on the Spring to Auction website (BidPal.net/springtoauction), the mobile bidding app (on all guests' smartphones), as well as multiple large movie screens & flat-screen TVs which will highlight the latest results on funds raised, featured videos and auction items.

GOLD \$2,500 Level – Same benefits as the \$1,000 level, plus:

Significant logo placement on auction website, Bidpal device and auction scoreboard: Sponsor will be recognized in Spring to Auction media and marketing materials, including significant placement on the auction website (BidPal.net/springtoauction), the mobile bidding app on guests' smartphones, and large movie screen scoreboard which will highlight the latest results on funds raised, featured videos and auction items.

Logo credit on event invitations: Sponsor will be recognized with logo placement on event e-invitations which are sent to over 500+ patrons including St. Thomas Aquinas targeted friends, the school community and alumni.

Advertising exposure on electronic billboard on I-95: Sponsor advertising will be included on a dedicated, digital billboard on I-95 in Fairfield with weekly impressions exceeding 430,000. The billboard is located at the South ramp of exit 25. The sponsor's ad will rotate with a minimum of 100 flips per sponsor during a 24-hour period and appear from April 1 - 28, 2019.

SILVER \$1,000 Level – Same benefits as the \$500 level, plus:

Logo recognition: Sponsor logo will be credited in the following marketing materials

- Mobile bidding app on guests' smartphones
- Banner on the Post Road
- Online thank you
- Event programs

- On-site signage
- 2019-2020 School directory
- Auction website

Special promotional events at St. Thomas Aquinas: Upon mutual agreement, sponsor may design a promotional day-long on-site event which can include product giveaways, consumer research, or dedicated marketing contest. For example: "X car brand is first in car line for pick up day" or "X fitness day". *Our dedicated sponsor team will work with you to customize a program.*

Highlight a Sponsor Campaign: The sponsor will be uniquely highlighted in a custom email campaign describing the sponsors relevant services and background with a direct link to the sponsor's website or call to action. This referral email will be distributed to the school community, alumni, targeted friends and patrons. The Highlight a Sponsor Campaign will feature one sponsor each, one-time on a weekday during the months of April and May.

COPPER \$500 Level

Named recognition: Sponsor name will be credited in the following marketing materials

- 2019-20 School directory 250+ distributed to the current families of St. Thomas Aquinas
- **Banner on the Post Road** Prominently displayed in front of St. Thomas Aquinas Church on the Post Road in Fairfield for the majority of the month of April and May, reaching a parish that has over 6,000 visitors and the general public.
- Online thank you Sponsor will be credited in a thank you ad on both the St. Thomas School website as well as on Facebook
- Event programs 500+ electronically distributed to patrons of the Spring to Auction event.
- Goody bag participation Sponsors may add samples or promotions to 250+ attendee goody bags.
- **On-site signage** During the months of April and May, credit on an event banner displayed prominently at the entrance of St Thomas Aquinas Catholic School.
- Auction website: BidPal.net/SpringToAuction

2019-2020 preferred vendor status: Sponsor will be directly referred to the 250+ families of St. Thomas via a school-wide email, school newsletter and in a preferred vendor listing in the 2019-20 school directory.





Sponsorship Branding Opportunity

ST. THOMAS AQUINAS CATHOLIC SCHOOL BUILDING A STRONG FOUNDATION IN FAITH AND KNOWLEDGE



Dedicate a Tetherball Court: \$3,000

Three Supporters may dedicate a tetherball court that will be donated to the grounds of St. Thomas Aquinas Catholic School playground. A plaque will be designed in concert with you and placed prominently near the donated court.

• Includes Copper Level benefits



Photo Bomb: \$2,000

One Corporate Sponsor may target our event attendees, and have their logo featured on every photo strip printed and shared via social media from an on-site photo booth. We anticipate 250+ attendees and your logo will be shared beyond even those numbers via social media.

- Includes Silver Level benefits
- Logo placement on event e-invitations which are sent to 500+ patrons including St. Thomas Aquinas targeted friends, the school community, and alumni.

Top Shelf Sponsor: \$1,750

One Corporate Sponsor may target our 250+ event attendees with their logo featured on bartop signage showcasing the evening's signature cocktails.

- Includes Silver Level benefits
- Logo placement on event e-invitations which are sent to 500+ patrons including St. Thomas Aquinas targeted friends, the school community, and alumni.



Spare Donuts: \$1,250

One Corporate Sponsor will have their logo stickered on a bag of fresh mini donuts from the Donut Crazy food truck as a parting gift for the 250+ event attendees.

Includes Silver Level benefits



Branded Goody Bag: \$750

One Corporate Sponsor will have their logo featured on every goody bag handed out to the 250+ event attendees.

Includes Copper Level benefits

To learn more about any of these opportunities contact Erin Russell at <u>sta@stasonline.net</u> or 917-669-1279



Donations of underwriting funds and services are tax deductible. Please keep a copy of this form as your receipt for tax purposes and return a copy to the School at the address above or via email to <u>sta@stasonline.net</u>, attention: Spring to Auction. All checks should be written out to St. Thomas Aquinas School with *Spring to Auction* written in the notes section; or donate directly at our Spring to Auction website: **bidpal.net/springtoauction**. Please email all logos to be included as high resolution files (300 dpi) in black & white and/or color. For questions or additional discussion regarding your donation, please feel free to contact Erin Russell at the email above or call (917) 669-1279. St. Thomas Aquinas Catholic School is a non-profit organization under Section 501(c)(3) of the Internal Revenue Code - Federal Employee ID# 36-4791031. Our children and their families thank you for your contribution.

DONOR INFORMATION

Donor Name: Company: Donor Address: Donor Phone: Donor Email:

*Family Name or Company to be Acknowledged in Benefit Materials: Link to / Description of Logo to be included, if applicable: St. Thomas Aquinas Contact:

DONATION:

Amount: Sponsor Package: Special Instructions:

Donor Signature: Date:





∋ ST. THOMAS AQUINAS CATHOLIC SCHOOL ∈

BUILDING A STRONG FOUNDATION IN FAITH AND KNOWLEDGE



HISTORY

Since 1921, St. Thomas Aquinas Catholic School has remained a consistently sought-after faith-based educational institution for students of Fairfield, CT and its surrounding areas.



AWARD-WINNING

St. Thomas Aquinas Catholic School is recognized nationally as a **"Blue Ribbon"** School. "The National Blue Ribbon Schools Program recognizes public and private elementary, middle, and high schools based on their overall academic excellence, or their progress in closing achievement gaps among student subgroups. The U.S. Department of Education seeks out and celebrates great American schools, schools demonstrating that all students can achieve to high levels."¹

MISSION STATEMENT

Our school community strives for academic excellence in a faithfilled Catholic environment that encourages children to reach their full potential and to become life-long learners. By word and example, we teach our students to model Christ's message of love.

STATISTICS

- 327 Students-49% boys/51% girls
- Three Educational Levels:
 - Primary: Pre-K-2nd grade
 - Intermediate: 3rd-5th grade
 - Middle: 6th-8th grade
- **Consistent enrollment** two classrooms per grade
- Students score well above the national average on standardized tests
- Average tuition per student- \$7,500/yr
- Tuition Assistance for Students in Need 15% of students currently receive assistance
- Students are residents of Fairfield, Bridgeport, Derby, Easton, Milford, Monroe, Norwalk, Darien, Shelton, Southport, Stratford, Trumbull, West Haven, and Westport

- 40 Faculty and Staff Members
- Dress code-Uniforms
- Active Home School Parent Association
- 25+ field trips/year to extend learning beyond the classroom
- Students are accepted and excel at high schools of their choice including Fairfield Prep, Lauralton Hall, St. Joseph High, Notre Dame of Fairfield, Notre Dame of West Haven, Hopkins, Greens Farms Academy, Regis, and Sacred Heart Academy
- Extensive enrichment programs after school related to art, music, sports, science, service and fitness



CULTURE OF GIVING

Community Service is fundamental to the St. Thomas Aquinas Catholic School culture. Each year the students reach out to others in service. The goal of the program is to assist students in understanding service as a way of life, and encouraging them to demonstrate values by planning and implementing a coordinated, school-wide effort. The focus is set by educational level:

PRIMARY Service to the elderly

INTERMEDIATE Service to children who are facing illness and their caretakers

MIDDLE Service to the poor through social justice



In addition to the grade level projects, St. Thomas Aquinas operates with the philosophy that kindness matters. Students also lead school-wide service initiatives including a Peanut Butter Jelly Drive for in-need Pre-K programs, donations of shoes to developing countries — setting a national record of shoes donated and named "The Kindest School in America," care packages for the military, Thanksgiving food drives, hair donation for childhood cancer patients, St. Baldrick's, and food to table initiatives for Operation Hope from our "Giving Garden". These are just a few examples of service programs that the school sponsors.

CURRICULUM

The curriculum is designed to provide an effective foundation for higher learning. With a strong focus on language arts, math, and science, the curriculum also integrates religion, humanities, history, French and Spanish languages into the daily routine. In addition, music, physical education, art, library, and computer science classes are offered throughout the week. An advanced track in the math department is offered in the upper grades.

66 We have found St. Thomas to be a warm and welcoming place for our children and ourselves. This is a community sincerely committed to the total development and well being of the kids. The good feelings are infectious. **99**

— Joseph, Current Parent

TECHNOLOGY HIGHLIGHTS

- Computer Lab
- Touch Screen Displays in every classroom
- Android tablet carts available for all grades
- Touchscreen Chromebook centers in grade 1-5 classrooms
- 325+ Touchscreen Chromebooks
- Google Classroom & Apps
- **3D printer** in computer lab
- Chromecast display devices
- Digital content subscriptions
- Personalized Learning: IXL, Discovery Ed, Exact Path

SECURITY

- · Secured entry and multi-camera exterior & interior monitoring
- Formalized drills and regular review of best practices

BEYOND THE BELL

A number of after school activities are offered as part of student enrichment. Activities recently included: Orchestra, Band, Chess, STEM, Math Lab, Theology for 8th Grade, Multi-Sport Games, Running Club, Kindness Crew, Science Club, Sportsplex of Fairfield, "Giving Garden" Programs, and YMCA Swimming.

In addition, children can take part in extracurricular programs such as: Altar Serving, Choir, National Junior Honor Society, Spring Musical Production, Scouting, Student Council, Newspaper and Yearbook. Sports include Basketball, Cross Country, and Golf.

For additional information, please contact: Barbara Turner, Director of Admissions

Barbara.Turner@stasonline.net (203) 255-0556 ext. 225



St. Thomas is offering Platinum and Gold sponsors of the 2019 Spring to Auction access to promote their business through **Lamar Outdoor Advertising's Digital Billboard** location at the exit 25 off ramp on I-95. This is Lamar's Premier Digital Billboard for targeting Fairfield County. This board is seen by traffic heading south on I-95 and is a right hand read at the Black Rock neighborhood. The I-95 southbound traffic backs up here for hours every weekday morning so local commuter traffic will see your message repeatedly.

Digital Billboards are computer-controlled electronic displays with capabilities that take out-of-home advertising to a new level. Digital is perfect for the advertiser who wants to change their message multiple times during a campaign. Cutting-edge dynamic content makes digital even more effective. Lamar boards can stream posts from social media, show live scores and countdowns, respond to local weather conditions, traffic, and more. The creative rotates in a looping slide show, with each ad typically showing for 8 seconds before the next is displayed.

Digital Billboard Benefits:

- 423,091 weekly impressions per spot.
- Located on I-95, one of 2 major north south highways in CT. Seen by morning rush hour traffic.
- Change your message as often as you want with no production or installation cost.
- The perfect medium for advertising breaking news, one-day sales, and special events.
- Stream live data and user-generated content from your website or social media platform in real time.
- Your ad is displayed on the board within minutes of being uploaded.

