



Letter from the Principal

ST. THOMAS AQUINAS CATHOLIC SCHOOL

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For 100 years Saint Thomas Aquinas Catholic School has provided an academic environment with a mission to cultivate the mind, body and spirit of the students and families that it serves from Fairfield and its surrounding towns. Established in 1921, our school has become one of the premier educational institutions in Fairfield County, with approximately 350 students in Pre-K3 through 8th Grade. Our school is recognized as a Blue Ribbon School of Excellence by the United States Department of Education.

Today we are writing to ask that you support our wonderful school by being a corporate sponsor.

Over the last two years we have had to rise to the occasion to meet unprecedented challenges in order to maintain our model of outstanding programming in faith, education and personal growth. I am proud to say that thanks to the work of our incredible teachers and faculty, the dedication of our students, parents and community and with financial support from generous donors like you, we've been able to deliver on our commitment for full and effective in-person learning for our students.

We have invested in health and safety measures, in technology to advance and augment our in-classroom programs, and in our teachers, without whom our school wouldn't be able to deliver the excellence in education our students and community have come to know.

As demands on our resources grow, so too does our financial need, not just for programs that keep our academics on the cutting edge, but for our families, many of whom have been hit hard by the economic circumstances brought about by the pandemic.

This academic year we invested in classroom technology, including 350 chrome books and personalized learning programs, and newly designed math and academic resource centers that will help our students compete now, and in the future.

As we look ahead to our growing needs and the interest from our community in providing a Saint Thomas Aquinas Catholic School education, I humbly ask for your financial support. Each and every dollar given through our corporate sponsor program will be reinvested in providing the highest quality education to as many students in our community as we can.

This year our goal is to raise funds to grow our scholarship program, to continue to invest in our academic programming with a new science offering, and in our teachers, who have and continue to work with steadfast dedication and optimism to make each school year possible.

Attached you will find an outline of our corporate sponsor program. We are so grateful for your consideration and your support of our school community.

With warmest wishes and God's blessings for your consideration and kindness.

A handwritten signature in blue ink, appearing to read "Patrick D. Higgins".

Patrick D. Higgins, Ed. D.
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

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St. Thomas Aquinas Catholic School is delighted to offer the following benefits to sponsors of the 2022 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.

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

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 for a one month period in the Spring of 2022.

Prominent logo placement on the auction billboard: Sponsor will be recognized on the large video display screens at the Spring to Auction event which will display fundraising results, auction items and featured videos.

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.

Verbal Recognition at the Spring to Auction: Sponsor will be announced and thanked by the master of ceremonies at the Spring to Auction event.

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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
- 2022-23 School directory
- Banner on the Post Road
- Online thank you
- Event programs
- On-site signage
- Auction website
(www.bidpal.net/SpringToAuction)

Highlight a Sponsor Campaign: The sponsor will be uniquely highlighted in a custom email campaign describing the sponsor's 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 May and June.

COPPER \$500 Level

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

- **2022-23 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 months of May and June, 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 the school's social media platforms (Facebook, Instagram).
- **Event programs** – 500+ electronically distributed to patrons of the Spring to Auction event.
- **On-site signage** – During mid-April to June, credit on an event banner displayed prominently at the entrance of St Thomas Aquinas Catholic School.

2022-23 preferred vendor status: Sponsor will be directly referred to the families of St. Thomas via a community-wide email (1,500 reach), school newsletter and in a preferred vendor listing in the 2022-23 school directory.



For further information please contact Erin Russell at 917.669.1279, or Barbara Turner at barbara.turner@stasonline.net



Sponsorship Branding Opportunity

ST. THOMAS AQUINAS CATHOLIC SCHOOL

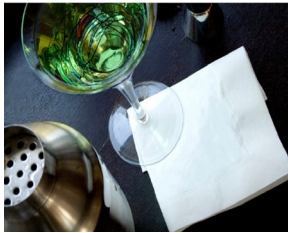
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Have a Seat at the Table: \$2,500

Supporters may dedicate a piece of furniture that will be donated to the redesigned faculty resource center at St. Thomas Aquinas Catholic School. This center will have welcoming, functional and advanced work spaces where the teachers can collaborate, share ideas, get work done and hold meetings. A plaque with your name will be placed on the furniture.

- Includes Copper Level benefits



Top Shelf Sponsor: \$1,750

One Corporate Sponsor may target our 250+ collective event attendees with their logo featured on bar-top signage at our event location, showcasing the evening's signature 1920s inspired 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.



Candy Collector: \$1,250

One Corporate Sponsor will have their logo stickered on a Pez dispenser package as a 1920's parting candy gift for the 250+ collective event attendees at our event location.

- 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

For further information please contact Erin Russell at 917.669.1279 or erinrussell@outlook.com, or Barbara Turner at barbara.turner@stasonline.net.



Digital Billboard Opportunity

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St. Thomas is offering Platinum and Gold sponsors of the 2022 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.

14'x48' Digital Display



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1719 POST ROAD FAIRFIELD, CONNECTICUT 06824

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 sta@stasonline.net, 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: _____