



130 Stepney Lane, Edgewater, MD 21037 • CentralESPTO@gmail.com

Dear Community Partners and Families,

The Central Elementary School (CES) community had a blast in 2023 trotting towards our dream of a new playground for our 3rd, 4th and 5th graders. Thanks to our Central families, generous sponsors, and friends, we raised about \$60,000 and moved even closer to purchasing and installing the new equipment! This year, we are continuing to raise funds and are very optimistic that we will be able to see our goals come to life! To make this happen, we need help from *you* - our local community.

This spring, we are hosting our **18th Annual Tiger Trot**. On Friday, May 17th, our 550+ students will run fundraising laps with their classmates during school hours in our **Student Fun Run**. Music, a grand finish line, our CES Tiger, popsicles, family spectators, and loads of enthusiasm make it a fantastic day. Our students, staff, and volunteers are united, decked out in their official 18th Annual Tiger Trot t-shirt provided by the PTO. The t-shirt fronts showcase a CES student's custom artwork, while the backs celebrate and thank our Silver, Gold, & Diamond event sponsors.

We are calling on community businesses to help to raise the remaining funds needed to bring this new playground to CES students. Sponsors are promoted in various ways: t-shirt advertisement, CES Yearbook acknowledgment, and social media & website advertising, to name a few. New this year are "Sponsor Shoutouts" at our highest attended event of the year, the Spring Swish basketball game in April. Please review the Sponsorship Levels enclosure for specific details. We are in most need of cash donations - 100% of your contribution will go directly towards our fundraising goal. That said, if you have an alternative donation idea, we're happy to brainstorm with you.

Ready to join and support our Tiger Trot team? Please complete and return the enclosed Sponsorship Registration Form by **March 8th**. Contributions are tax deductible; a receipt with our Tax ID is available upon request. Do not hesitate to contact us directly with questions: CentralESPTO@gmail.com. Our Central Elementary community appreciates your consideration!

Sincerely,

Nancianne Houston (nancianne.houston@gmail.com)

Ronke Fabayo (ronke.fabay@gmail.com)

Sophia Shahverdian Hawit (sophia.shahverdian@gmail.com)

CES PTO Sponsorship Chairs

18th Annual Tiger Trot Fun Run Sponsorship Levels

Diamond Level - \$2000

- Large logo printed on event t-shirts provided to 550+ participants
- Large logo printed in our CES yearbook and posted on the PTO bulletin board
- Sponsor signage and “shoutout” during each quarter of the historically sold-out school Spring Swish basketball game in April
- Sponsor signage posted along CES fence line
- Advertisement space on the PTO website for 30 days and in PTO monthly newsletters for the remainder of the school year
- Business recognition on 3 social media posts with the business tagged (Facebook and Instagram)
- Business recognition in an email blast to CES families

Gold Level - \$1000

- Medium logo printed on event t-shirts provided to 550+ participants
- Medium logo printed in our CES yearbook and posted on PTO bulletin board
- Sponsor signage during the historically sold-out school Spring Swish basketball game in April
- Sponsor signage posted along CES fence line
- Business recognition on 2 social media posts with the business tagged (Facebook and Instagram)
- Business recognition in an email blast to CES families

Silver Level - \$500

- Company name printed on event t-shirts provided to 550+ participants
- Company name printed in our CES yearbook and on the PTO bulletin board
- Business recognition on 1 social media post with the business tagged (Facebook and Instagram)
- Business recognition in an email blast to CES families

Bronze Level - \$250

- Business name printed on the school PTO bulletin board
- Business recognition on 1 social media post (Facebook and Instagram)
- Business recognition in an email blast to CES families



CENTRAL ELEMENTARY

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18th Annual Tiger Trot Fun Run Sponsor Registration

Deadline for the T-Shirt logo is on **March 8, 2024**.

Please choose your sponsorship level and complete the information below. Return this form with your check made payable to CES-PTO. Checks can be mailed to the address below, hand delivered to the school's front office or visit us @ centralespto.org for online donation options. THANK YOU for your support!

- Diamond Level
- Gold Level
- Silver Level
- Bronze Level

Contact Name(s): _____

Company: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Amount Enclosed: _____ Date: _____

Mail checks to:
Central Elementary School PTO
130 Stepney Lane
Edgewater, MD 21037

Questions? Contact the CES Corporate Sponsorship Committee at:
CentralESPTO@gmail.com

Donations made to CES PTO are tax deductible. EIN: 82-2965837