

# Hillcrest School



Hillcrest PTA Federal Tax ID No.: 94-6172363

Dear Business Owner/Manager:

Hillcrest School, located in **Oakland, California**, is a **public K-8 school** serving over 300 neighborhood children. Hillcrest is recognized as a "California Distinguished School;" one of only a few schools in the state of California to be given this prestigious award, which honors the state's most exemplary and inspiring public schools. The annual Benefit Auction, organized by Hillcrest's PTA, is our most significant fundraising event of the year, and the proceeds fund music, art, language, science and physical education programs that the Oakland Unified School District cannot support due to budget constraints. **We would not be able to accomplish all that we have without the support of businesses like yours!**

**We're asking for your support** by purchasing an ad or becoming a sponsor of the Hillcrest 2011 Benefit, which will be held on November 5, 2011.

**As a sponsor**, you will have your **logo included on the front page** of our Hillcrest 2011 Benefit web site as well **in our online catalog**, which will both be viewed by hundreds of members of our community. In addition, your **logo will be included on a canvas shopping bag** that will be handed out at the event, attended by more than three hundred people. Finally, you have the choice of the following levels of advertising in **the auction catalog**:

Gold Sponsor	Premium placement of full-page ad (7.5" x 10")	\$900
Silver Sponsor	Regular placement of full-page ad (7.5" x 10")	\$750
Bronze Sponsor	Regular placement of 1/2-page ad (7.5" x 4.88")	\$600

In the alternative, please consider an **advertising only option** included in both the online and hard-copy catalogs:

Full page vertical	7.5" x 10"	\$500
1/2 page horizontal	7.5" x 4.88"	\$275
1/4 Page vertical	3.63" x 4.88"	\$150
Business card size	3.5" x 2"	\$75

We thank you in advance for your consideration in supporting us. Please do not hesitate to contact me at [2011benefit@hillcrestpta.org](mailto:2011benefit@hillcrestpta.org) with any questions.

Sincerely,

Erika Lonergan

Hillcrest Benefit Chair