



SPONSORSHIP OPPORTUNITIES

A commitment to Catholic education by the Sisters of Divine Providence since 1951

1215 North St. Mary's Street • San Antonio, Texas 78215-1737 • P 210.224.6651 • F210.224.6214
providencecatholicschool.net

SPONSORSHIP PACKAGE

EVENT DESCRIPTION:

Spring for Providence is a virtual event that combines TWO virtual giving opportunities in order to meet our \$100,000 goal to be used for student scholarships.

Funds raised will be used for tuition assistance and sponsorships. Events like Spring for Success are critical to the success of young Providence students.

Annually, the Spring Gala nets \$90,000 for our school. However, due to COVID, our funding streams have made us more creative and resourceful. Taking our fundraising activities virtual will help us to empower our students.

Sponsors and donors like you help to make Providence Catholic School one of the city's premier private Catholic schools in the city.

Thank you for your consideration!



PROVIDENCE COMMUNITY REACH

Give to Empower

REACH

Alumni Email Count	4,000
Followers	3,870
7-Day average reach	6,000
Avg. Facebook Likes	3,709

DEMOGRAPHIC

Female	80%
San Antonio	65%
35-44 Avg. Age	25%

SPONSORSHIP

SPRING TO PROVIDENCE EVENTS



Bid for Success

A virtual silent auction to bid on amazing items via text or online.

Wednesday, April 7, 2021 at 9 am
BIDDING OPENS

Saturday, April 10, 2021 at 9 pm
BIDDING CLOSES

Give to Empower

A live-streamed telethon featuring student performances, special tributes, alumni stories and more!

Saturday, April 10, 2021
Telethon LIVE Stream

10 am - 2 pm

Recorded Programming Continues
2 pm - 9 pm

PRESENTING SPONSOR - \$10,000

- Naming rights of **SPRING FOR PROVIDENCE** *presented by YOUR COMPANY/FAMILY* on all marketing, electronic and social media
- Company color logo on all marketing, electronic and social media collateral listed as PRESENTING SPONSOR
 - Facebook & Instagram
 - Social media posts (minimum 12 posts)
 - Social media paid ads (TBD) beginning March 1, 2021
 - Website event page (event.gives/springforprovets)
 - Live website date: April 1, 2021 (2 weeks of coverage)
 - Email communication
 - Save the Date email to alumni and donors
 - Event detail email to alumni and donors
 - Reminder detail email to alumni and donors
 - Day of Event detail email to alumni, donors and registrants
- Bid for Success:
 - Sponsor 4-color logo recognition on silent auction website (event.gives/springforprovets)
 - Thank you recognition as PRESENTING SPONSOR on text messages to registrants during 4-day period (x12 – 3 per day)
- Give to Empower:
 - Sponsor 4-color logo recognition on live telethon display for duration of live stream (12-hour period)
 - Opportunity to air :60 (x5) commercial spots during live telethon (1 commercial per hour of event)
 - Name recognition during 5-hour live telethon (x5) (1 commercial per hour of event)



GOLD SPONSOR - \$5,000

- Company color logo on all marketing, electronic and social media collateral listed as GOLD SPONSOR
 - Facebook & Instagram
 - Social media posts (minimum 12 posts)
 - Social media paid ads (TBD) beginning March 1, 2021
 - Website event page (event.gives/springforprovets)
 - Live website date: April 1, 2021 (2 weeks of coverage)
 - Email communication
 - Save the Date email to alumni and donors
 - Event detail email to alumni and donors
 - Reminder detail email to alumni and donors
 - Day of Event detail email to alumni, donors and registrants
- Bid for Success:
 - Company color logo recognition on silent auction website (event.gives/springforprovets)
 - Thank you recognition as sponsor on text messages to registrants during 4-day period (x12 – 3 per day)
- Give to Empower:
 - Company color logo recognition on live telethon display for duration of live stream (12-hour period)
 - Opportunity to air :60 (x3) commercial spots during live telethon (choice of hour during live 5-hour event)
 - Name recognition during 5-hour live telethon (x3) (choice of hour during live 5-hour event)



SILVER SPONSOR - \$3,000

- Company color logo on all marketing, electronic and social media collateral listed as SILVER SPONSOR
 - Facebook & Instagram
 - Social media posts (minimum 12 posts)
 - Social media paid ads (TBD) beginning March 1, 2021
 - Website event page (event.gives/springforprovets)
 - Live website date: April 1, 2021 (2 weeks of coverage)
 - Email communication
 - Save the Date email to alumni and donors
 - Event detail email to alumni and donors
 - Reminder detail email to alumni and donors
 - Day of Event detail email to alumni, donors and registrants
- Bid for Success:
 - Company black and white logo recognition on silent auction website (event.gives/springforprovets)
 - Thank you recognition as sponsor on text messages to registrants during 4-day period (x12 – 3 per day)
- Give to Empower:
 - Company black and white logo recognition on live telethon display for duration of live stream (12-hour period)
 - Opportunity to air :60 (x2) commercial spots during live telethon (choice of hour during live 5-hour event)
 - Name recognition during 5-hour live telethon (x2) (choice of hour during live 5-hour event)



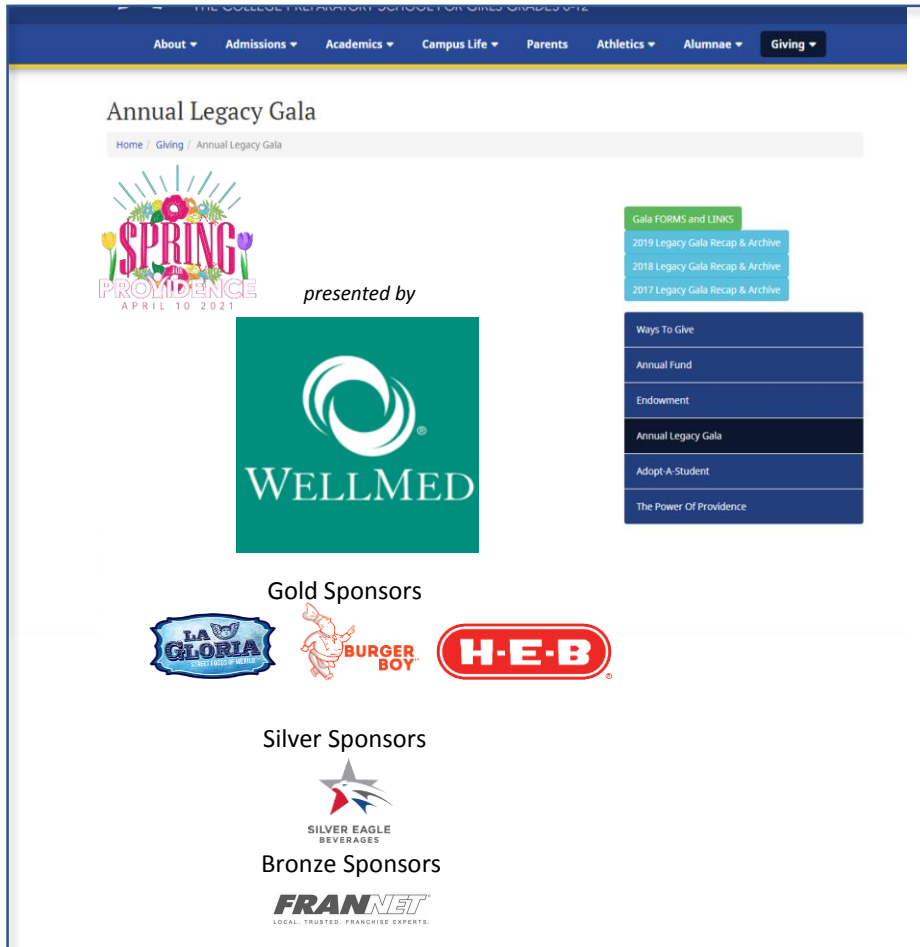
BRONZE SPONSOR - \$1,000

- Black and white logo on all marketing, electronic and social media collateral listed as BRONZE SPONSOR
 - Facebook & Instagram
 - Social media posts (minimum 12 posts)
 - Social media paid ads (TBD) beginning March 1, 2021
 - Website event page (event.gives/springforprovets)
 - Live website date: April 1, 2021 (2 weeks of coverage)
 - Email communication
 - Save the Date email to alumni and donors
 - Event detail email to alumni and donors
 - Reminder detail email to alumni and donors
 - Day of Event detail email to alumni, donors and registrants
- Bid for Success:
 - Company name recognition on silent auction website (event.gives/springforprovets)
 - Thank you recognition as sponsor on text messages to registrants during 4-day period (x12 – 3 per day)
- Give to Empower:
 - Company name recognition on live telethon display for duration of live stream (12-hour period)



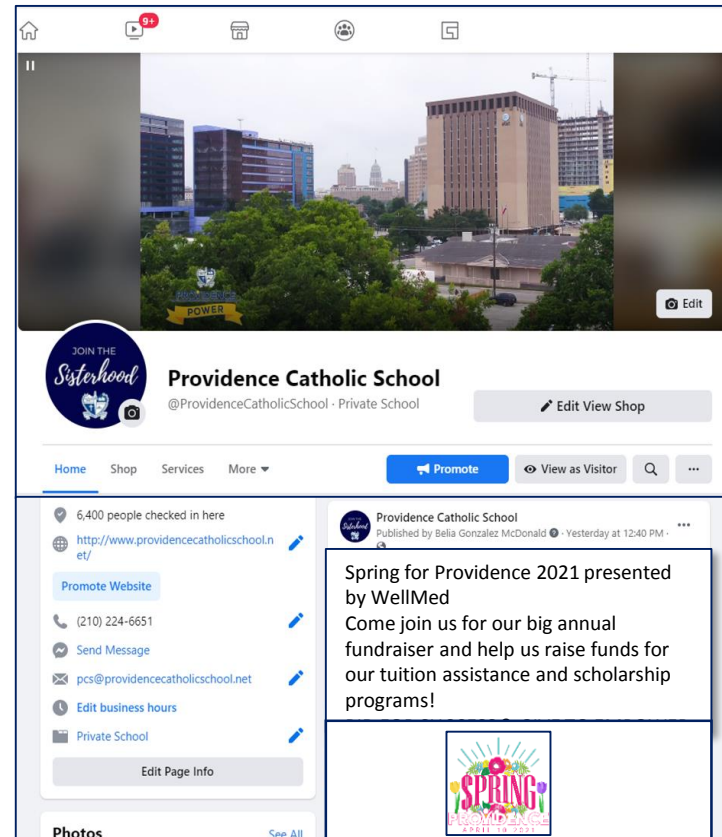
PCS WEBSITE, SOCIAL, EVENT SITE

PROVIDINCECATHOLICSCHOOL.NET



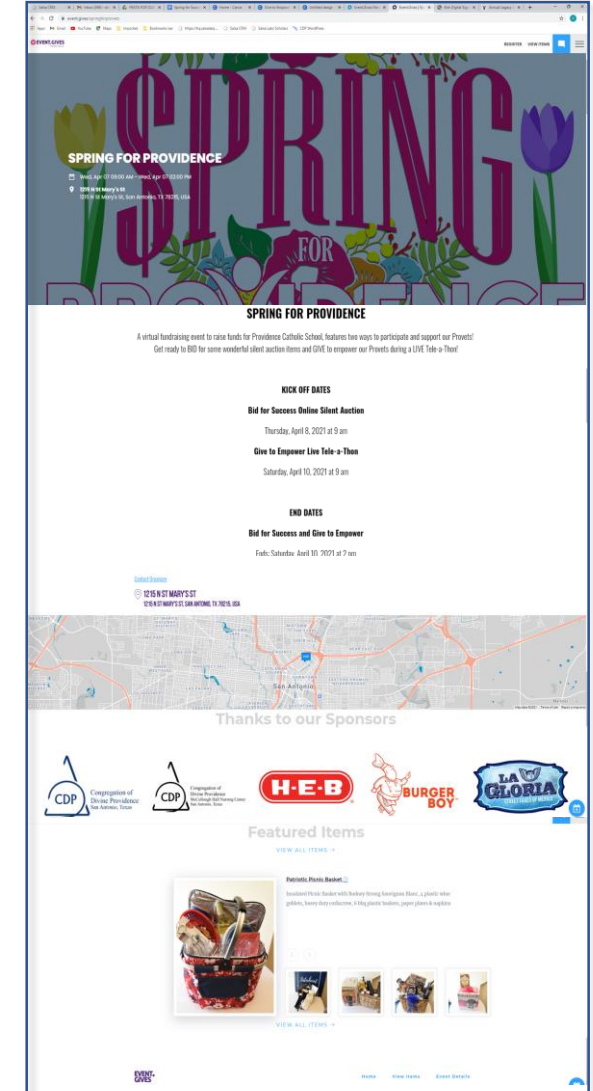
The website features a blue navigation bar with links: About, Admissions, Academics, Campus Life, Parents, Athletics, Alumnae, and Giving. The main heading is "Annual Legacy Gala" with sub-links for Home, Giving, and Annual Legacy Gala. A large graphic for "SPRING PROVIDENCE APRIL 10 2021" is presented by WellMed. A sidebar lists "Gala FORMS and LINKS" including 2019-2017 Legacy Gala Recaps & Archives, and "Ways To Give" including Annual Fund, Endowment, Annual Legacy Gala, Adopt-A-Student, and The Power Of Providence. Sponsors are listed in three tiers: Gold (LA GLORIA, BURGER BOY, H-E-B), Silver (SILVER EAGLE BEVERAGES), and Bronze (FRANET).

PROVIDENCE CATHOLIC SCHOOL FACEBOOK PAGE



The Facebook page shows a cover photo of a cityscape with the text "POWER". The profile picture is a circular logo with "JOIN THE Sisterhood". The page name is "Providence Catholic School" with the handle @ProvidenceCatholicSchool - Private School. A post from Bella Gonzalez McDonald dated yesterday at 12:40 PM reads: "Spring for Providence 2021 presented by WellMed. Come join us for our big annual fundraiser and help us raise funds for our tuition assistance and scholarship programs!". The post includes a "Promote Website" button and a "Private School" link.

EVENT.GIVES/SPRINGFORPROVETS



The Event.Gives page features a large "SPRING FOR PROVIDENCE" banner with a tulip graphic. Below the banner, it states: "A virtual fundraising event to raise funds for Providence Catholic School. Hosts have two ways to participate and support our Provets! Get ready to BID for some wonderful silent auction items and CHAT to empower our Provets during a LIVE Tele-a-Thon". It lists "KICK OFF DATES" for Thursday, April 8, 2021 at 9 am and Saturday, April 10, 2021 at 9 am, and "END DATES" for Thursday, April 8, 2021 at 9 am and Saturday, April 10, 2021 at 9 am. A map shows the location at 1215 N 1ST MARY'S ST. The "Thanks to our Sponsors" section includes logos for CDP, H-E-B, BURGER BOY, and LA GLORIA. The "Featured Items" section shows a basket of items for sale.

PCS PARENT AND ALUMNI EMAIL COMMUNICATION

- Save the Date Email , date TBD
 - Event Email , date TBD
 - Reminder Email , date TBD
- Day of Event Email , date TBD
 - Thank you Email, date TBD



LIVE TELETHON DISPLAY

Spring for Providence

Place a donation or a bid now!

Amount Raised
\$0



Dallas Cowboys Madness
Donated By Belia Gonzalez-McDonald '88

0106 DEE DEE ALCOSER
\$55



Patriotic Picnic Basket
Donated By Roy & Mary '70 Botello

0101 DEE DEE ALCOSER
\$25



Instant Pot & Cookbook
Donated By Belia Gonzalez-McDonald '88

0102 DEE DEE ALCOSER
\$45



Providence Uniform Treasure
Donated By Flynn O'Hara

0103 DEE DEE ALCOSER
\$75



Nespresso Coffee Machine w Kahlua
Donated By Dr. Alicia Garcia & Sister Helen Marie Miksch, CDP

0104 CURRENT BID
\$70

Text **springforprovets** to **843.606.5995** to join this event



LIVE TELETHON DISPLAY

Spring for Providence

Place a donation or a bid now!

Amount Raised

\$0



Text **springforprovets** to **843.606.5995** to join this event

