

The Hopkinton Parent Teacher Association (HPTA) (tax exempt # 043-156-223) is excited to bring back our 29th Annual Auction to support the Hopkinton Public Schools. This year's theme is "Teaming Up For Education." We are pleased to invite you to become a sponsor and/or donor for this event, with the **online auction** portion scheduled for **March 9-21**, and the Children's Gallery live event on **Saturday, March 24** from **12 - 4 pm** at the **High School Gym**.

The Annual Auction/Children's Gallery is the HPTA's most significant annual fundraiser. These events and other fundraisers have allowed the HPTA to budget over \$2 million for the Hopkinton Public Schools since our inception. The proceeds of the events go directly to the schools and are used for programs such as student enrichment, scholarships, communication, technology enhancement, and professional development programs. More information about our many programs is available at www.hptaonline.com.

A **preview of online auction items** will begin on **March 1**. A sponsorship of the online auction will allow you to support a worthy cause and to tap into an active, PTA of over 600 members strong locally, an engaged community, as well as a nationwide market through our auction host site -- Bidding for Good. The Hopkinton community has received national recognition, including being ranked in Boston Magazine's **Best High Schools in the Commonwealth**, Money Magazine's "**Best Places to Live 2009**" and the 2010 Newsweek's "**America's Best High Schools**."

The HPTA will feature your brand, along with a link to your own website for select sponsorship levels on our auction website or in our targeted auction email blasts. That means your name will be visible and your products/services accessible to each and every one of our members – as well as anyone who visits our Bidding for Good online auction website, www.biddingforgood.com/hopkinton. Last year, over 4,200 bids were placed during our online auction which featured more than 500 items!

The success of the Auction is contingent upon the support from our sponsors and donors. The sooner you sign on, the more visibility you will enjoy as a sponsor and/or donor of the online auction. If you have any questions or would like more information, please contact our Donations Chairperson, **Karen Thayer Bograd: 508-435-1026** or silentauction@hptaonline.com.

We thank you for your consideration.

Sincerely,
Jane Wojcik
HPTA Fundraising Chairperson



Teaming Up for Education

www.hptaonline.com

Sponsorship Levels "Teaming Up for Education"



Teaming Up for Education

www.hptaonline.com

MVP = \$1,000

- Your company's logo in all event materials including posters, maps, electronic flyers, and a PowerPoint during the Children's Gallery event presentation.
- A 120 x 120 pixel web ad with your company's logo and link which will appear EITHER above the fold on every page of the online auction website in the right side-bar (3 global above the fold spots available), OR above the fold in a call-out box on the front page of the auction website (2 call-out spots available).
- Your ad/brochure as a give-away at the Children's Gallery.
- Your company's banner to be placed on a table of your choice at the Children's Gallery.
- Each MVP sponsor will have a day where they are highlighted as the "Sponsor of the Day" on the auction website.

All-Star = \$500

- Your company's name listed on all event materials including posters, electronic flyers, maps, and a PowerPoint during the Children's Gallery event presentation.
- A 120 x 120 pixel web ad with your company's logo and link which will appear EITHER in email blasts sent to our members and auction bidders - over 1000 people (10 email spots available), OR below the fold on every page of the online auction website in the right side-bar (7 global below the fold spots available).
- Your ad/brochure as a give-away at the Children's Gallery.
- Your company's banner to be placed on a table of your choice at the Children's Gallery.

Champion = \$350

- Advertisement in a PowerPoint presentation during the Children's Gallery event.
- A 120 x 120 pixel web ad included at the bottom of the online auction homepage.
- Your ad/brochure as a give-away at the Children's Gallery.
- Your company's banner to be placed on a table of your choice at the Children's Gallery.

Team Captain = \$100

- Advertisement in a PowerPoint presentation during the Children's Gallery event.
- Includes your business name and website link as text only on the online auction website.
- Your ad/brochure as a give-away at the Children's Gallery.

Please send your jpeg, png or gif file (120 x 120 pixels) to silentauction@hptaonline.com. If you do not have a web ad of the exact size, we can work with you to create a basic web ad using your logo, colors and/or company name.

Payment for Sponsorships:

Pay Online at www.hptaonline.com

We accept MasterCard, VISA or eCheck **OR** Pay by Check

Mail this form with a check payable to "HPTA" to PO Box 608, Hopkinton MA 01748

Sponsor or Company Name:

Contact Person:

Address:

Phone:

Email:

Website:

Priority Ad Placement

Sponsorships are sold on a first-come first-served basis. The first payment received for each sponsorship level will receive top placement on the website and/or emails.

Choice of banner tables is also first-come first-served. To see ad placement samples, visit the auction site at:

www.biddingforgood.com/hopkinton

Please provide artwork for your ad (logo, image, etc)

Donations of Item or Service - "Teaming Up for Education"

Donor or Company Name:

Contact Person:

Address:

Phone:

Email:

Website (optional):

Note: There will be a link on the online auction site from your donated item to your website.

Please list the items if this is a basket OR description of Item or Service:

EXAMPLE
ITEM/SERVICE NAME: Starbucks Coffee

1 lb.Coffee

2 Coffee Mugs

\$15 Gift Card

Chocolate

1 box Keurig coffee Kcups

\$ Market Value: \$75

ITEM/SERVICE NAME: _____

1 _____

2 _____

3 _____

4 _____

5 _____

\$ Market Value:

Will you provide photo of the donated item Y / N

{if yes, please submit to silentauction@hptaonline.com}

Do you need HPTA to prepare a Gift Certificate? Y / N

Will you mail the donation to HPTA prior to the auction? Y / N

Will you need arrangements made for donation pickup by HPTA? Y / N

Do you prefer customer in-store pick up? Y / N

NOTE: all large itmes, such as rugs, furniture, etc should be picked up at store

Fill Out our Donation Form Online at www.hptaonline.com

Or mail this form to:

HPTA
PO Box 608
Hopkinton MA 01748

