



**NOVATO FOUNDATION FOR
PUBLIC EDUCATION**

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SCHOOLS SERVED

Hamilton Meadow Park
Loma Verde
Lu Sutton
Lynwood
Olive
Pleasant Valley
Rancho
San Ramon
NOVA
Hamilton Middle
San Jose Middle
Sinaloa Middle
Marin Oaks High
Novato High
San Marin High
Novato Charter School
Early Intervention Preschool

MAIL

448 Ignacio Blvd. #410
Novato, CA 94949

OFFICE

330 Ignacio Blvd. # 201
Novato, CA 94949

CONTACT

415-883-4262 x3117
info@nfpe.org
www.novatoschoolfuel.org

Dear Friend of Novato Schools,

Plans for the 2018 Tour of Novato & Community Fair, Novato's premier family friendly event, are well underway. This year's event will take place on Saturday May 5th on Sherman and Machin Avenues in downtown Novato. Our goal is to raise \$100,000 that is dedicated to **enriching the education available to EVERY student in Novato**, including those local independent schools that choose to participate with us. In order to reach this goal, we are asking local businesses and individuals like you, to sponsor the event.

If you have supported us in the past, we thank you and look forward to working with you again. If you are new to Novato or would like to join our growing family of supporters, this letter is an invitation to:

- ✓ **Become an event sponsor**
- ✓ **Form a team to ride/walk and fundraise as part of the event**
- ✓ **Volunteer at the event**

By giving to this annual event, you will be supporting School Fuel and helping us enrich education in Novato. I have attached a list of the enrichment that we were able to provide this school year because of last year's generous supporters.

I am looking forward to speaking with you personally. Please feel free to call me at 415-717-2465, or email me at dkline@NFPE.org. Because we are a volunteer run organization, I would like to apologize now if it may take me a couple of days to get back to you.

Sincerely,

Dale Kline,

Event Director, Tour of Novato & Community Fair

Advisory Board Member, School Fuel*

* School Fuel is a 501(c)(3) charity that provides resources to improve the educational experience for every student in the Novato Unified School District, Tax ID# 48-1302986

SCHOOL FUEL, THE NOVATO FOUNDATION FOR PUBLIC EDUCATION
2017-2018 School Year Funding

- One elementary-level music teacher, \$108,604.
- Arts Attack grant of \$1000 for supplies and \$500 for a coordination stipend each to Hamilton, Loma Verde, Lu Sutton, Lynwood, Olive, Pleasant Valley, Rancho, and San Ramon. (A total of \$12,000).
- Library enrichment grants for purchase of new materials of \$2,000 each to San Marin, Novato High, Sinaloa, San Jose, and Hamilton K-8. Library enrichment grants for purchase of new materials of \$1,000 each to Loma Verde, Lu Sutton, Lynwood, Olive, Pleasant Valley, Rancho, and San Ramon. A library enrichment grant for purchase of new materials of \$500 to Hill Education Center. (A total of \$17,500)
- A grant of \$20,000 to fund elementary musical instruments.
- A grant of \$3,000 to fund middle school music instruments and audio equipment at Hamilton.
- A grant of \$5,000 to fund the after school sports teams for middle schoolers at Hamilton.
- A grant of \$3,000 to fund repair of school-owned instruments at Sinaloa.
- A grant of \$500 to fund current literature for English Language Arts at Sinaloa.
- A grant of \$3,000 to fund a sixth grade trade trip to see The Giver at San Jose.
- A grant of \$650 to fund a poetry slam workshop at San Jose.
- A grant of \$4,000 to fund the Green Team water project at San Jose.
- A grant of \$7,104 to fund additional library hours at Novato High.
- A grant of \$6,000 to fund college visits for AVID students at Novato High.
- A grant of \$1,550 to fund printing costs for the student newspaper at Novato High.
- A grant of \$2,000 to fund Link Crew training at Novato High.
- A grant of \$2,000 to fund a student Spanish-language radio club for Novato High, *Juventud al Aire*.
- A grant of \$1,500 for parts and labor to repair the ceramics kiln at Novato High.
- A grant of \$2,500 to support The Dreamer' Club at Novato High.
- A grant of \$700 to fund social awareness books and art supplies for Novato High.
- A grant of \$5,000 to San Marin Music Boosters, to support visiting clinicians to work with music students at San Marin High School.
- A grant of \$3,000 to San Marin Music Boosters to purchase of new upright bass.
- A grant of \$5,000 to San Marin High School to support a Call of the Sea fieldtrip experience for Marine Biology students.
- A grant of \$5,000 to the San Marin Robotic club for competition fees.
- A grant of \$5,214 to provide academic support for math students at San Marin.
- A grant of \$2000 to San Marin High School to pay for Link Crew leader training.
- A grant of \$500 to San Marin High School to fund new novels for literature circles.
- A grant of \$2,000 to Marin Oaks to fund student enrichment.
- A grant of \$2,000 to NOVA to fund student enrichment.
- A grant of \$1,000 to Nexus Academy to fund student enrichment
- A grant of \$48,640 to the Novato Unified School District to fund the technology and teaching programs identified by the individual school sites through their Tour of Novato 2017 fundraising.



School Fuel presents
2018 Tour of Novato & Community Fair
Saturday May 5th, 2018 7:00am to 2:00pm
Sherman Avenue, Downtown Novato

EVENT SPONSORSHIP REGISTRATION FORM

PLEASE COMPLETE THIS FORM. MAKE A COPY FOR YOUR RECORDS, AND RETURN THE COMPLETED FORM WITH YOUR PAYMENT TO SCHOOL FUEL. School Fuel is a 501(c)(3) charity, Tax ID# 48-1302986

DEADLINE FOR EVENT SPONSORSHIP REGISTRATION IS 2 WEEKS PRIOR TO APPLICABLE PUBLICATION DATES, AND THE DATE INDICATED FOR ALL OTHER BENEFITS OF SPONSORSHIP (SEE PAGE 2 FOR BENEFITS)

Event Sponsor Information (please print clearly):

Event Sponsor's Name: _____
 Contact Name: _____ Title: _____
 Mailing Address: _____
 Email Address: _____ Phone #: _____
 Website URL: _____
 School Fuel has my permission to list my name as a sponsor in their publications and signage.

Event Sponsor's Level of Giving (Check all that apply) See page 2 for more details

- Platinum Sponsorship \$5,000 Non-Publication Deadline is 4/13/18 (2 Available)
- Gold Sponsorship \$2,500 Non-Publication Deadline is 4/13/18 (6 Available)
- Silver Sponsorship \$1,000 Non-Publication Deadline is 4/13/18 (12 Available)
- Bronze Sponsorship \$500 Non-Publication Deadline is 4/13/18 (No Limit)
- Booth Sponsorship \$250 Deadline is 4/20/18 (Includes a Canopy, table and 2 chairs)
- Friend of Novato Schools \$100 N/A
- School Fuel Passport Business . \$50 Deadline is 4/20/18 (Must be located on the Walking Route)
- In-Kind or Other Sponsorship \$ (See In-Kind Donation Rules)

Please send a digital copy of your company/organization logo to TOGETHER@TOUROFNOVATO.ORG

Payment Method: (CHECK ONE) Check Credit Card Please invoice* (signature required)

Checks can be made payable and mailed to: School Fuel, 448 Ignacio Blvd. #410, Novato, CA 94949

Please bill my Credit Card: Visa Master Card AMEX

Credit Card #:

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Expiration: _____ Security Code: _____ Zip Code: _____

Name as it appears on the card: _____

Billing Address: _____

Authorized Person's Signature: _____ **Date:** _____

TO LEARN MORE ABOUT HOW TO BECOME A SPONSOR, OR OTHER WAYS TO SUPPORT SCHOOL FUEL'S MISSION TO ENRICH EDUCATION NOVATO'S PUBLIC SCHOOLS, PLEASE EMAIL US AT: SPONSOR@TOUROFNOVATO.ORG

WWW.TOUROFNOVATO.ORG



TOUR OF NOVATO & COMMUNITY FAIR SPONSOR INFORMATION

Platinum Sponsor \$5,000

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
 - Friday Folder flyers sent home to every elementary school household
 - ENews notifications sent to parents at every school, and Bi-Monthly Eblast notifications sent to participants
 - 500 Event Posters
 - Sport-Tek shirts given to individual participants that raise at least \$100
 - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner add on event website proportionate with level of sponsorship
- ❖ Double Community Fair Booth (10' x 20')
- ❖ Team Registration for 15 participants
- ❖ Big Wheel Pavilion sponsor recognition and access for 15 guests
- ❖ Promotional Item Placement (Swag Bags)

Silver Sponsor \$1,000

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
 - Friday Folder flyers sent home to every elementary school household
 - ENews notifications sent to parents at every school, and Bi-Monthly Eblast notifications sent to participants
 - Sports-Tek shirts given to individual participants that raise at least \$100
 - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner add on event website proportionate with level of sponsorship
- ❖ Community Fair Booth (10' x 10')
- ❖ Registration for 4 participants
- ❖ Big Wheel Pavilion sponsor recognition and access for 4 guests
- ❖ Promotional Item Placement (Swag Bags)

Gold Sponsor \$2,500

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
 - Friday Folder flyers sent home to every elementary school household
 - ENews notifications sent to parents at every school, and Bi-Monthly Eblast notifications sent to participants
 - 500 Event Posters
 - Sport-Tek shirts given to individual participants that raise at least \$100
 - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner add on event website proportionate with level of sponsorship
- ❖ Double Community Fair Booth (10' x 20')
- ❖ Registration for 8 participants
- ❖ Big Wheel Pavilion sponsor recognition and access for 8 guests
- ❖ Promotional Item Placement (Swag Bags)

Bronze Sponsor \$500

- ❖ Company logo and/or name proportionate with level of sponsorship on all promotions and publicity including:
 - Bi-Monthly Eblast notifications sent to participants
 - Sport-Tek shirts given to individual participants that raise at least \$100
 - Tour of Novato Website
- ❖ Event Signage proportionate with level of sponsorship
- ❖ Banner add on event website proportionate with level of sponsorship
- ❖ Community Fair Booth (10' x 10')
- ❖ Registration for 2 participants
- ❖ Promotional Item Placement (Swag Bags)

Booth Sponsor \$250

- ❖ Community Fair Booth (10' x 10')
- ❖ Promotional Item Placement (Swag Bags)
- ❖ Inclusion on the Downtown Walking Adventure Passport



TOUR OF NOVATO & COMMUNITY FAIR SPONSOR INFORMATION

Tour of Novato Team Hosting

How to host a team:

1. Commit to the team raising at least \$500 above the cost of any registration fees. Paid sponsorships count towards the commitment.
2. Provide us with:
 - a. The fundraising goal and any other information you'd like to be included on the team fundraising page
 - b. Company Logo to be used on the team's fundraising page and promotional materials based upon your fundraising commitment
 - c. Team Captain's name, email address, and phone number. They'll be listed as the contact person on the team's fundraising page and given access tools to track and support the teams efforts.
3. Promote the event to your employees and customers.

What to expect:

1. We will provide your business with the Sponsorship Rewards commensurate with your fundraising commitment.
2. In the event that your team falls short of the goal you set, we will require you to make up any shortfall so please consider this when determining your team goal.
3. Let us know if you would like to cover the registration fees for your employees, otherwise each team member will be required to pay a registration fee during the sign up process on the Tour of Novato Website. Fees vary depending upon what options the team member chooses and when they register. Registration fees are used to cover the event expenses and therefore are not considered part of your sponsorship.
4. Each team member will receive lunch, a Performance T-Shirt, and event swag.
5. We will provide a space at the Community Fair for your team to gather to celebrate their involvement following their walk/ride.

To learn more-

about how to become a sponsor, or other ways to support School Fuel's mission to enrich education Novato's public schools, please email us at:

Sponsor@TourOfNovato.org