



SPONSORSHIP OPPORTUNITIES BENEFITTING THE LAKEWAY ELEMENTARY PTO

Advertising & Recognition	Diamond Corporate Sponsor \$5000	Diamond Family Sponsor \$5000	Platinum Corporate Sponsor \$2500	Platinum Family Sponsor \$2500	Gold Sponsor \$1000	Silver Sponsor \$500	Bronze Sponsor \$250	In-Kind Donating Sponsor
Sponsor Recognition/Logo and link on PTO Website	YES	YES	YES	YES	YES	YES	YES	1x shout-out on LWE social media platforms at time of donation/event
Flyer/Coupon Distribution at PTO Sponsored Events	ALL	NA	ALL	NA	ALL	ALL	ALL	At events where a donation has been given
Opportunity 1+ Spirit Nights	YES	NA	YES	NA	YES	YES	YES	
Advertising in Spring Event Program	Full Page Ad	1/2 Page Personal Message	1/2 Page Ad	NA	LOGO	LOGO	LOGO	
Opportunity to present 1x at a monthly PTO meeting (live streamed on Facebook) or school-wide assembly **Contact PTO Board to schedule	YES	NA	YES	NA	YES	YES	YES	
On stage /PA Recognition at Spring event	YES	YES	YES	YES	YES	YES		
Spring Event Tickets	4 + option to buy private table for \$500	10 + exclusive private table (\$1200 value)	2	10 + exclusive private table (\$1200 value)	2			
Sponsor Recognition/Logo Placement at all fundraising events	YES	YES	YES	YES	YES			
Headliner placement in Monthly Mustang Calendar (Goes to all LWE Households Monthly)	Headlining Monthly and 1x Coupon Placement	Headlining Monthly	Featured as "Sponsor of the Month" 1x	NA	Featured as "Sponsor of the Month" 1x			
Sponsor Recognition/Logo Placement on a banner permanently hung beside stage in the gym. **Viewable by audiences at assembly each week and at all school performances held on the stage.	YES	YES	YES	YES	YES			
Once a Month Shout-out with logo on Lakeway Elementary PTO social media accounts (Twitter, Instagram, and Facebook) **If you'd like a specific post, you have until the 5th of each month to submit.	YES							
Opportunity to distribute custom collateral at PTO sponsored events ** It is your responsibility to make arrangements.	YES	YES	YES	YES	YES	YES	YES	
Logo Placement on hanging car tags (distributed to all families in the school) ** Only sponsors that have committed by June 13, 2020 will have this opportunity.	YES	NA	Optional \$500 Add-On, Featured Below Diamond Sponsor	NA	Optional \$500 Add-On, Featured Below Diamond Sponsor	Optional \$500 Add-On, Featured Below Diamond Sponsor	Optional \$500 Add-On, Featured Below Diamond Sponsor	Optional \$500 Add-On, Featured Below Diamond Sponsor
One reserved parking space for the following PTO sponsored events: Talent Show, Movie Night, Father/Daughter Dance, Pumpkin Party, Ultimate Recess, Mother/Son Kickball.	YES	YES						
Happy Birthday message for each of your children on the LWE street marquee. **Or social media if the marquee is still under repair	YES	YES						

PLEASE NOTE:

- 1) Program and Newsletter ads will be placed in order of sponsorship level.
 - 2) All advertising must comply within the LTISD Advertising Guidelines.
- * These Advertisement & Recognition opportunities are limited and subject to first come, first serve and could be non-consecutive weeks.
- Any questions regarding sponsorships, please contact Brittney Barnette at lwefundraising@gmail.com or 512.299.6261

Lakeway Elementary PTO is a 501 (c)(3) nonprofit organization. Tax ID #74-247447

THANK YOU FOR YOUR SPONSORSHIP!