

November 7, 2011

Dear Community Member,

Your business has many options for advertising and marketing and we hope that you will consider sponsoring the University Child Development School Annual Auction among these. In this letter, you will find more information about why it makes sense for you or your company to advertise in our community and be associated with our educational philosophy.

Our School

University Child Development School (UCDS) is an independent school located in the University District of Seattle, educating children ages three through the fifth grade. It is centered around a philosophy of individualized instruction focusing on exploration, collaboration, and inquiry. The students at UCDS represent a cross-section of the community and the admissions selection process is designed to create a balanced and diverse classroom environment.

Our Community

The families which make up the UCDS community are all highly committed to education, and value the innovation and leadership that the school represents within their field. They are comprised of business and community leaders in nearly every professional realm, and represent an influential consumer demographic.

While we cannot release specific financial information on our parent community we are able to disclose that the annual tuition per student is approximately \$21,000 per year. Most families have multiple children attending the school, and 80% of our families pay the full tuition rate.

Annual Auction

The UCDS Annual Auction will occur on March 10th 2012 and supports specific funding objectives that assist the school in continuing to develop its innovative approach to teaching and learning. Gross annual revenue generated from the Auction has averaged \$400,000 per year over the last 5 years, achieved exclusively through the participation and donations of the approximate 300 parents and 100 faculty members who attend the Auction every year. The Auction is organized and run with the collaborative efforts of parent volunteers, possessing a multitude of professional skills and experience. Nearly everyone in the UCDS community actively participates in the success of the UCDS Annual Auction.

Auction Sponsorship

Participating in the UCDS Annual Auction via sponsorship provides your business the opportunity to market within our diverse and influential community. We have developed a sponsorship program that reflects a similar level of professionalism that is consistent throughout all aspects of the Auction. Through a partnership with the UCDS Annual Auction, your company can expect professional and quality representation to our community.

Please take a moment to review our tiered packages and determine which offering best suits your company's needs. In order to allow for adequate time to include your logo in our printed materials, we must close the opportunity to participate on December 15, 2011. Please contact us at sponsorship@ucds.org to confirm your participation.

We look forward to hearing from you.

Katrina Strand
UCDS Annual Auction Sponsorship Chair

Sponsorship Packages

We have 4 exciting levels that offer your business varying degrees of participation. If you have any questions after reviewing the details, please contact us at sponsorship@ucds.org

Friend Level - \$300

Our entry-level tier drives strong awareness opportunities for your business and brings you closer to our community.

Friend Level benefits include:

- Your company name in the Auction catalog
- Opportunity to include your advertising and marketing materials in the event attendee give-away bag
- UCDS family businesses will receive special recognition in the catalog

Community Level - \$600

Our mid-tier offering provides excellent reach to your audience before and during the event. In addition to all of the features available at the Friend level, Community level sponsors will be provided the opportunity for logo placement throughout the event.

Community Level benefits include:

- Your company logo in a sponsorship “splash” page on a professionally produced DVD, which features our students in their school environment. This DVD is a treasured and highly anticipated give-away at the event.
- Logo and link on UCDS parent Facebook page
Logo and link on the Auction website sponsor page – www.ucdsauction.org
- All features available at the Friend Level plus logo in catalog.

Inspirational Level – \$1,200

Our UCDS community will be truly inspired by companies at this level. Inspirational level sponsors will receive valuable additional exposure leading up to and during the event.

Inspirational Level benefits include:

- Logo placement on Auction posters displayed at the school for months prior to the event
- Solitary Logo display night of the auction, GOBO supplied by UCDS
- All features available at the Community and Friend Levels

Title Sponsor – \$5,000

Our UCDS community will be truly captivated by the company that decides to “own the room” during our Auction. Our title sponsor will receive maximum exposure and recognition both prior to and during the event.

Title Level benefits include:

- Exclusive Auctioneer recognition at the beginning of the Live Auction
- Logo placement on the back of the Live Auction bid cards
- Logo placement on Auction posters displayed at the school for months prior to the event
- Logo placement on the top corner of the Live Auction presentation, projected on 8 LCD panels during the Live Auction
- Logo placement on the top corner of the Silent Auction bid cards
- Logo placement on the home page of the Auction Website – www.ucdsauction.org
- Exclusive use of the center Gobo Light for your Company’s Logo
- All features available at the Community and Friend Levels

The Title Sponsor will also have first right of refusal to provide check out bags and the pens for the Silent Auction. Additional product positioning opportunities can also be discussed.

UCDS Sponsorship Factoid

UCDS Auction – March 10, 2012 at the Showbox SoDo.

Auction Attendees – 450 in 2011

UCDS Annual Tuition – \$21,000

Tiered Sponsorship Levels –

- Friend Level \$300
- Community Level \$600
- Inspirational Level \$1,200
- Title Sponsor \$5,000

Contact us at sponsorship@ucds.org

[Participation Deadline – December 15, 2011](#)

Attendee Residential Location “Heat” Map

