



FRI OCT 12 2018

4 PM-8 PM

Arctic Blast Fall Festival

General Information

WHEN: Friday, October 12th, 4:00 p.m. to 8:00 p.m.

WHERE: New School Montessori Center

Background

This year, the New School is hosting its Eighth Annual Fall Festival. In 2011, we established this tradition. The school and local community come together. We celebrate and enjoy a memorable evening of fun and entertainment. Our event is now a firm fixture in the Holly Springs fall calendar. We had a few hundred attend that first year. Now, more than a thousand people attend the festival. On **Friday, October 12th, 2018**, we host our eighth annual fall festival, *Arctic Blast*.

Purpose

The festival is a fun-filled social event for our families. It also raises visibility for local businesses that sponsor or participate in the event. The festival also raises awareness for an important cause or issue. This year highlights the fragility and beauty of Earth's polar regions to excite and inspire our little explorers. Our theme is consistent with Maria Montessori's focus on the role of nature in Cosmic Education. This philosophy is the path through which our students develop a global vision.

Features and Attractions

The event is educational *and* fun. It features a wide variety of booths, entertainment, activities, and rides. The festival attractions include perennial favorites. Attendees enjoy bouncy houses, rides, games, food, and activities for all ages from toddlers to parents. A DJ will play festive music. We'll also have face painters, educational

booths, local vendors, and much more. Students present the results of their research with colorful displays. Festival Partners present educational or vendor booths during the festival.

Your help makes this possible

The size and success of our fall festival is made possible by our community. We get help from parents, family, friends, volunteers. We also rely on support from local businesses, including our Festival Partners. Given the costs involved, hosting this event cannot happen without your kind support. With your help, we can continue the tradition for our school and the Holly Springs community.

We invite you to be a Festival Partner

Previous years' festival partners have included the NC Museum of Natural Sciences, NC Aquariums, Carolina Raptor Center and Carolina Tiger Rescue. Such organizations choose to participate because of the event's high visibility. They get exposure within our prosperous community and with our engaged parents. Our festival has grown over the past seven years. News and advertising of our events have expanded considerably. We invite you to be a formal Festival Partner and enjoy our sponsor benefits.

How you can help

By becoming involved at any level, you will make a huge difference! We appreciate any help you can give. Here's how you can help:

- Become an official sponsor of the festival
- Become a vendor or presenter at the festival
- Make a tax deductible donation

Sponsors can support the festival by becoming an official Festival Partner. Please see the **Sponsor Information** below for sponsor levels. Then complete the **Sponsorship and Vendor Form** to join us in this popular, family-friendly community event.

For more information

Please visit our website for more information on the festival, sponsorship, referral benefits, volunteer opportunities, and more. <http://www.montessoricenter.org/community/fall-festival/> for

Thank you so much for your kind support, and we look forward to seeing you at the **Arctic Blast!** Fall Festival.

**The New School Montessori Center is a not-for-profit 501 (c)(3) organization.
All contributions are tax-deductible to the extent allowed by the law. Tax ID number: 56-1429736**



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Sponsor Information

For all donations above \$125, sponsors receive the following benefits:

- * Vendor or marketing booth during the Festival event
- * Your logo displayed on the New School website
- * Display of your logo on all event posters and other publicity items
- * Logo printed on the back of the festival tee-shirt
- * Free ad in *The New School 2018-2019 Yearbook* (published Summer 2019)
- * Display marketing material in school front office
- * Festival wristbands (\$15 value each)

Sponsorship Benefits

Polar Bear Benefits

\$1,000+

- * Your logo displayed on the New School website with linked URL to your website and your business address
- * Your logo displayed for one month in the school lobby on our 27" digital screen (full screen)
- * Premier display of your logo on all event posters and other publicity items
- * Premier placement of your logo on the back of our festival tee-shirt
- * Your business named in our social media event messaging (Facebook and Twitter)
- * Logo and business description in a blog post on our website, with links on our social media pages
- * Half-page ad in the school yearbook
- * Your marketing material (brochure, flyer and/or business card) on display in school front office for 12 months including one free distribution of marketing material in parent folder
- * Four festival wristbands (\$60 value)

Orca Benefits

\$500+

- * Your logo with linked URL to your website displayed on the New School website

- * Your logo displayed for two weeks in the school lobby on our 27" digital screen (half screen or bigger)
- * Your business mentioned in our social media event messaging (Facebook and Twitter)
- * Prominent placement of your logo on the back of our festival tee-shirt
- * Quarter page ad in in the school yearbook
- * Three festival wristbands (\$45 value)

Reindeer Benefits

\$250+

- * Your business logo with linked URL listed on our website
- * Your business mentioned in our social media event messaging (Facebook and Twitter)
- * Your business logo placed on the back of the festival T-shirt
- * Business card ad in in the school yearbook
- * Two festival wristbands (\$30 value)

Snowy Owl Benefits

\$175+

- * Your business logo displayed on the school's website
- * Your business name mentioned in our parent e-newsletter and select event advertising
- * Your business name printed on the festival tee-shirt
- * One festival wristband

Penguin Benefits

\$150+

- * Your business name listed on the school's website
- * Your business acknowledged in our parent e-newsletter
- * One festival wristband

Thank you so much! We look forward to seeing you at the **Arctic Blast!** Fall Festival.

Please do not hesitate to contact us if you have any questions about the sponsor benefits.

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Sponsorship and Vendor Form

Complete the information below and submit to the school by October 1, 2018*

Contact Name (First and Last): _____

Business Name (if applicable): _____

Address: _____

Phone Number: _____ Email: _____

Please sign to confirm that the above information is correct and that you are selecting the indicated sponsorship level by checking the appropriate box.

Signature: _____ Date _____

***Please note that we must receive your information and logo artwork (if applicable) by October 1st to guarantee full Festival Partner benefits including placement and mentions in festival publicity materials. (We recommend a vector image or full size 300 dpi jpeg for your logo if applicable.)**

Check the box to indicate your selected level of sponsorship and indicate your T-shirt sizes if applicable.

Polar Bear Sponsor **\$1,000+**

- You will receive 2 complimentary shirts. Please indicate two sizes and quantities:

YS____ YM____ YL____ S____ M____ L____ XL____

Orca Constellation Sponsor **\$500**

- You will receive 1 complimentary shirt. Please indicate your requested size:

YS____ YM____ YL____ S____ M____ L____ XL____

Reindeer Sponsor **\$250**

Snowy Owl Sponsor **\$175**

Penguin Sponsor **\$150**

Please check here if you plan on having your promotional booth at the festival: _____

Payment Method

Festival Partners have the option of paying either by check, credit card, or PayPal. Please use the form below to make your payment.

In addition to your sponsorship level, please consider a donation to support the festival and school. Any donations for the festival in excess of costs are given to support our science curriculum.

Thank you so much for your generous help! We hope to see you at **Arctic Blast** Fall Festival. If you're not planning to attend in person, please let us know so we can email you some photos.

Arctic Blast Festival Payment Form

Thank you for your participation and support of our **Arctic Blast** Fall Festival! You may choose one of the four payment options below. Please contact the school at (919) 303-3636 if you have any questions.

Payment Amount

- Indicate the combined total of your sponsorship/donation:

- Indicate your method of payment:

Check _____

Cash _____

PayPal _____

Credit Card _____

1. Payment by Check

Make your check payable to *The New School Montessori Center*. To mail a check, send to:

The New School Montessori Center, 5617 Sunset Lake Road, Holly Springs, NC 27540

2. Payment by Cash

Contact the school to process a cash payment.

3. Payment by PayPal

Visit our website at: <http://www.montessoricenter.org/community/fall-festival/sponsors-and-donors/> to pay by PayPal.

4. Payment by Credit Card*

Exact Name on Card: _____

Credit Card Number: _____

Expiration Date: MM _____ DD _____ YY _____ Zip Code: _____

Security Code (CVV): _____

Cardholder Signature: _____

****For your security, your credit card information will be shredded after processing your payment. Alternatively, you may phone in your credit card information or visit the school to pay in person.***

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How Did You Hear About Us?

Please let us know how you heard about the **Arctic Blast** Fall Festival.

- Parent or student
- Staff member
- Advertisement
- Sign or poster
- Walk-in
- Other. Please specify _____

Promote Yourself!

Of course, we do everything we can to promote the Fall Festival and our Festival Partners. While we are confident of a great turn out, you can help create interest and promote your support of this family-friendly local event by posting news, information, and updates to your own website and social media pages. Please visit our Sponsors and Donors page for more information and resources.

<http://www.montessoricenter.org/community/fall-festival/sponsors-and-donors/>

Thank You!

Thank you for your generous support, and we look forward to seeing you at **Arctic Blast** Fall Festival!

