

Fremont Elementary Business Partners and Sponsorship Opportunities



2017-18 Business Partner Standards

businesspartners@fremont-pta.org

John C. Fremont Elementary - 4000 E. 4th Street, Long Beach, CA 90814

Thank you for partnering your business with our Fremont Community for the 2017-18 school year. We hope this relationship proves to be mutually successful. Below is an outline of the marketing opportunities and dates (if they have been determined).

Fremont Business Partners Donation Agreement:

For a **\$750 fee** Fremont Business Partners (FBPs) will be offered the following marketing opportunities to promote your business for the 2017-18 school year. See *Print Marketing* and *In-Person Marketing* descriptions below.

Other sponsorship opportunities

Other sponsorship opportunities include Jog-a-Thon sponsorship (\$500, included in the FBP sponsorship, Website sponsor thank you, business logo on Jog-a-Thon T-shirt that all students receive, banner stays up through November). Community Partner sponsorship includes a website mention with \$150+ donation of goods and/or services (useful for auction items throughout the year, including spring carnival).

Please note, whenever you send a check in for Fremont business (per your FBP agreement) be sure to make the check out to Fremont PTA, put "Fremont Business Partners" in the memo line. Put my name, Adriana Manfredi, on the envelope so I can collect and record. This helps me to track the success of this program throughout the year and assists with bookkeeping.

Print Marketing**:

All marketing and correspondence must be approved by the PTA president Jill Brubaker and signed by principal Dr. Cassandra Richards. Fremont Business Partners have the following available to them for advertising during the school year:

Falcon Flyer - A list of our FBP's are featured in some issues of the Falcon Flyer (our monthly digital newsletter.)

PTA Email Blast** - We spotlight a FBP (1 eblast per semester). Please forward us your information and we will post, to Falcon Flyer editor, info@fremont-pta.org by Thursday for inclusion in the Sunday eblast (please cc: Adriana Manfredi, adrianavoz@yahoo.com or businesspartners@fremont-pta.org)

Website Mention on Fremont PTA Business Partners Site

Vinyl Banner - As an FBP, Fremont will provide one vinyl banner for posting at Fremont (3by5), for 1 year from time of signing FBP agreement

Flyers outside the office - Must be pre-approved by PTA President Jill Brubaker and signed by principal Dr. Cassandra Richards.

***Please note: each of these mediums must first be approved by Fremont's Principal, PTA President and myself before they can be implemented. Information/e-flyers can be emailed to me for routing.*

In-Person Marketing:

Fremont Business Partners will be able to advertise at the following events to display marketing materials and engage the Fremont community in person. I will email you in advance so that you can make arrangements to attend or to provide me with materials to display on your behalf. Please note, I cannot be at every event. Also, *under no circumstances should any signage, displays or other advertising materials be done outside of these events and opportunities on Fremont grounds.* Marketing outside of guidelines of agreement is grounds for immediate termination of FBP agreement, without refund. Please be sure to collect any remaining materials/displays promptly following the end of the event – do not leave materials at Fremont or event site.

<u>Event</u>	<u>Date (subject to change)</u>
Parents Night Out	TBD
Carnival	May 12, 2018
Screen Free Week	April 23-27, 2018
Spring Social	June 8, 2018

FYI - Fremont Drama Production is January 20-21 2018. FBPs can advertise in the program (submit info by early January, can be routed through Fremont Drama Club or Adriana Manfredi FBP Parent Liaison).

**If you have any ideas or questions at any time, feel free to contact me:
Adriana Manfredi 562-480-7077 (text ok), email
adrianavoz@yahoo.com.**

Thank you for your commitment to Fremont Elementary School!



John C. Fremont Elementary - "A California Distinguished School"

COMPANY: _____
(Business, Name)

(Business Address & Phone Number, email)

FROM: Adriana Manfredi, Chair of Fremont Business Partners Program
for Fremont Elementary PTA (School Year 2017-18)

RE: Partnership between Fremont PTA and _____

DATE: _____

This memo formalizes the following partnership between Fremont Elementary School PTA and _____.

_____ has agreed to pay \$750 (or \$250 if already a Jog a thon sponsor at \$500.00) to Fremont Elementary School for the 2017-18 school year in exchange for marketing services as outlined in the Fremont Business Partners Standards (see attached).

Fremont Elementary PTA will thank _____, as one of the "Friends of Fremont" in the Falcon Flyer newsletter to parents, outlining the nature of the partnership with the PTA.

This agreement is for the business named above to provide goods or services described as:

_____, is welcome to note its partnership with Fremont PTA in its advertising. With prior authorization, _____, can provide eblast to all Fremont families noting special pricing or offers, as long as prior authorization is obtained (once per semester, via Falcon Flyer).

Please note: In order to avoid conflicts of interest, Fremont Business Partners are not allowed to hold any Chairperson position within the Fremont PTA for any length of time during their tenure as a Partner. At no time shall a Fremont Business Partner take up a PTA Chairperson position unless it approved by the Executive Board and noted in the Minutes of the Executive Board. Additionally, the position cannot create an exclusive arrangement between the Fremont Business Partner and a service or good being provided by Fremont PTA or the school itself. Should a current PTA Chairperson take up a Fremont Business Partnership, their PTA position

may need to be resigned, at the discretion of the Board.

Please note: All correspondence between a Fremont Business Partner and Fremont's Principal, Student Body, PTA and Teaching Staff is to first be approved by Fremont's Business Partner Chairperson (listed above). Correspondence includes all; emails, flyers and phone calls that are related to the Fremont Business Partner program. The Fremont Business Partner Chairperson, upon their approval of the communication, will forward such correspondence to Fremont's Principal, and then the PTA President for signatures.

Please note: No exclusive right exists between Fremont, the PTA, and the Fremont Business Partner providing the good/service and the PTA reserves the right to obtain multiple providers of the same good/service.

Please note: Fremont's Principal, PTA President and Business Partner Chairperson reserve the right to terminate this partnership at any time. You will be notified.

All parties should initial acceptance of this partnership below.

_____ (Date _____)
Signature of new Fremont Business Partner

_____ Adriana Manfredi, Fremont Business Partner Chair (Date _____)

_____ Jill Brubaker, President, Fremont PTA (Date _____)

_____ Dr. Richards, Principal, Fremont Elementary (Date _____)

Partner contact name, address, phone, email:

