



CARMEL CLAY SCHOOLS  
**PRAIRIE TRACE ELEMENTARY SCHOOL**

Parent Teacher Organization  
14200 North River Road, Carmel, IN 46033  
<https://www.ccs.k12.in.us/pto-pt> ptoprairietrace@gmail.com  
Tel-317.571.7925 Fax-317.571.7926

**AT PRAIRIE TRACE ELEMENTARY SCHOOL, OUR SILENT AUCTION SPEAKS LOUDER THAN WORDS!** As one of our largest fundraisers of the year, Prairie Trace PTO, in partnership with our students, staff and administration, returns **100%** of the monies raised from our Silent Auction to the school by funding needs like classroom materials, alternative seating, field trips, school wide programs and assemblies, teacher support, and technology.

*Year after year, sponsorships from local businesses and service providers like yours make our event successful.  
PLEASE SUPPORT US THIS YEAR!*

The Silent Auction is part of our “**Prairie Trace’s Parent’s Night Out**” event, where guests will come together to celebrate Prairie Trace while enjoying specialty food and libations on **Friday, February 21, 2020 at Matt the Miller’s.**

**Sponsorship Levels:**

*Please note: We also collect donations in the form of services, gift cards and products.  
Please contact one of our Silent Auction team members noted below, if you are interested in donating these.*

**PTO Partner - \$100 gift**

- Company logo/Family name will be prominently displayed on every cell phone through our *OneCause* bidding technology (rotating ad for 5 second intervals) and on the screen throughout the evening; and
- Company logo/Family name will be displayed throughout event.
- Promotion in Teacher’s Lounge leading up to and post event with your Company logo/Family name and sponsorship level.

**Friend of PTE - \$250 gift**

- All benefits listed above for PTO Partner level; and
- Company logo/Family name in the *Hawks Herald* newsletter with small write up, if provided, during and after event; and
- 2 complimentary tickets to the event.

**Hawk Elite - \$500 gift**

- All benefits listed above for the PTO Partner and Friend of PTE levels; and
- Full page advertisement, provided by you prior to the due date, linked on our PTO page for the remainder of the 2019-2020 school year; and
- 4 complimentary tickets to the event.

**Please complete the attached Sponsorship Form by Friday, February 7, 2020.** Please make checks out to PTE PTO. We are a non-profit organization under Section 501(c)(3) of the Internal Revenue Code and as such, your donation is fully tax deductible. Employer ID# 35-2047795.

Any support you can provide will make a difference in the learning experiences of our students. Thank you for your kindness and consideration. We hope to reward you with new and loyal customers because of your generosity!

Sincerely, *The Prairie Trace PTO Silent Auction Sponsorship Team*



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**Prairie Trace Silent Auction  
Frequently Asked Questions**

**1. Are there any incentives for businesses to sign up right away?**

- **Yes!** You will be first to be included in the *Hawks Herald* newsletter, our bi-weekly newsletter to all parents.
- Maximum time on our PTO website.

**2. How many people will my sponsorship reach?**

- At PTE, we have over 400 families at our school.
- Last year more that 60% of those who bid at our auction were signed up the week before the auction occurred and were actively bidding on items prior to the night of the event.

**3. What do I need to provide to be featured in an issue of the *Hawks Herald* newsletter?**

- Provide a paragraph, 2-3 sentences, describing the key facts regarding your business.
- Please include a point of contact and contact information, so that our PTE families will know how to take advantage of your product/service offerings.
- We will work with you to ensure that the information you want to convey can be scaled to fit in the newsletter.

**4. What do I need to submit to be featured on the PTO website?**

- A Press Ready pdf file ready to be uploaded to the website.

**5. Is our sponsorship tax-deductible?**

- Yes. Prairie Trace PTO is a *501(c)(3) organization. E.I.N. 35-2047795*
- Please let us know if you require a separate tax receipt.

**6. Is there a deadline?**

- To be a part of the online silent auction you must have paid by February 7<sup>th</sup>.
- There is no deadline to have your business named on the PTO website or to be include in the *Hawks Herald* newsletter. Sponsorships do expire at the end of each school year.



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## Silent Auction Sponsorship Form – 2020

Sponsor Information
Company/Family Name: (as it should appear in our online catalog)
Contact Name:
Address:
City, State, Zip:
Phone:
E-mail:

Sponsorship Level
_____ Hawk Elite      \$500      _____ Friends of PTE      \$250      _____ PTO Partner      \$100

Item Information	
Item:	Estimated Dollar Value:
Item/Service Description:	
Restrictions, if any:	
Mark appropriate box: <input type="checkbox"/> item is attached <input type="checkbox"/> item needs to be picked up	Are you a Prairie Trace Parent? <input type="checkbox"/> yes <input type="checkbox"/> no
Signature:	Date:

- Make checks payable to the PTE PTO.
- Please submit print-ready logo art in JPG or PDF file format to [trzesniewski1@gmail.com](mailto:trzesniewski1@gmail.com).
- Provide a letter sized flier if you wish to be linked on the Prairie Trace Elementary PTO website for all families to access.

**Sponsorships and Donations are due February 7, 2020 - Thank You for Your Support!**