



Dear friend of the LFSF,

The Lycée Français de San Francisco will hold its Annual Gala virtually on Saturday May 1, 2021.

This is the perfect opportunity to promote your company, grow your client list, or simply let customers know you are open for business. Sponsor or advertise to gain exposure not just to over 2,000 members of the LFSF community in the Bay Area but to grandparents, friends, alumni students and parents across the world. We are inviting everyone to attend our virtual event in support of LFSF students.

We offer many opportunities to **promote your company, grow your client list, or let customers know you are open for business, or simply support the school.** As soon as we receive your payment and artwork, we will post your logo or name on our website.

	AUCTION GALA "Desert Lights"	YEARBOOK published in print and online
Business Sponsorship & Advertising	<ul style="list-style-type: none"> ● Virtual Event display: logo on viewer screens. ● Online display: on registration & bidding pages, and weekly newsletter from now until June 30th. ● Printed & Digital material: logo in auction catalogue & annual report, on outdoor banner, links to your website on all digital materials. New this year: ad space in our Yearbook. ● Promotional items: included in swag bag (for locals) or virtual coupons 	<p>Personal messages or Business Advertisement</p> <ul style="list-style-type: none"> ● business card size to full page (8.5"x 11") ● soft and hard copy distributed to 2,000 parents & friends ● submission by Friday, April 6, 2021
Individual & Families	<ul style="list-style-type: none"> ● Dinner for 6 from 25 Lusk + collection of wines delivered to your home in Bay Area. ● Name or logo featured: <ul style="list-style-type: none"> ○ Event: ○ Online ○ Printed & Digital materials 	
<p>To ensure inclusion in all printed and online materials, please confirm your Sponsorship submitting payment by March 26, 2021 online at lelycee.org/gala, by email at advancement@lelycee.org or mail to 1201 Ortega Street, San Francisco, CA 94122.</p>		

Thanks to our many supporters, last year's gala raised \$181,000 online. We are aiming even higher this year so that our teachers can keep teaching the kids in person and safely. This is how we can all help each other!

Keep in mind you can also donate items for the auction. For further inquiries about donations, sponsorships or advertising please call Nathalie Hautavoine at 415.837.3785 or email advancement@lelycee.org. Merci beaucoup!

Sincerely,

Henda Cheikhrouhou
Sponsor & Advertising co-chair
henda.cheikhrouhou@gmail.com

Patricia Cangas
Sponsor & Advertising co-chair
patricia.cangas@gmail.com

Nathalie Hautavoine
Director of Advancement
nhautavoine@lelycee.org

*The Lycée Français de San Francisco is a California registered and 501(c)(3) nonprofit organization.
Tax ID number 94-1660059.*



BUSINESS SPONSORSHIP PLANS

\$700 COPPER	\$1,500 BRONZE	\$2,500 SILVER	\$5,000 GOLD	\$10,000 PLATINUM Tax deduction of \$3,400	\$20,000 CORPORATE Tax deduction of \$ 7,700
<p>LOGO EVENT DISPLAY Logo on scrolling virtual banner & sponsor page</p> <p>LOGO ONLINE DISPLAY Event registration & bidding pages Weekly newsletter (now until June 30th)</p> <p>LINK TO YOUR WEBSITE in all digital materials</p> <p>YOUR PROMOTIONAL ITEMS included in swag bags</p> <p>PRINTED & DIGITAL MATERIALS:</p> <p>Logo in auction catalogue & annual report</p>	<p>COPPER Plan +</p> <p>PRINTED & DIGITAL MATERIALS:</p> <p>Business Card Size Ad in auction catalogue</p> <p>Logo on outdoor 4'x6' banners on 4 campuses</p>	<p>BRONZE Plan +</p> <p>PRINTED & DIGITAL MATERIALS:</p> <p>Half Page Ad in auction catalogue</p>	<p>SILVER Plan +</p> <p>PRINTED & DIGITAL MATERIALS:</p> <p>Full Page Ad in auction catalogue</p>	<p>GOLD Plan +</p> <p>PRINTED & DIGITAL MATERIALS:</p> <p>Full Inside Back Cover Ad in auction catalogue</p> <p>YOUR PROMOTIONAL ITEMS included in swag bags OR Digital coupons sent to guests</p> <p>DINNER FOR 2 from 25 Lusk with Exclusive Chef Creation + collection of 3 fine wines + 1 bottle of champagne rosé</p>	<p>PLATINUM Plan +</p> <p>20 SECOND COMMERCIAL promoting your business</p> <p>PRINTED & DIGITAL MATERIALS:</p> <p>Full Back Cover Ad in auction catalogue</p> <p>YOUR PROMOTIONAL ITEMS included in swag bags AND Digital coupons sent to guests</p> <p>DINNER FOR 2 from 25 Lusk with Exclusive Chef Creation + collection of 3 fine wines + 1 bottle of champagne rosé</p>

FORMAT

Camera-ready ads should be submitted as high resolution 300 DPI files in PDF or JPEG format. For full page ad, artwork needed is 8.75 x 5.75" page with safety area at 8.25 x 5.25". Full size catalog is 5.5 x 8.5".

THE AUDIENCE

Over 3,000 members of the LFSF community including parents, faculty & staff, grandparents, friends, alumni students and their parents across the Bay Area and abroad our weekly newsletter with a 65% opening rate. We are inviting everyone to attend our virtual event in support of LFSF students.



DESERT LIGHTS AUCTION GALA, SATURDAY, MAY 1, 2021

ADVERTISING PLANS

AUCTION GALA:							YEARBOOK: Purchase a personalized page for your child, family, or your business.		
\$100	\$250	\$400	\$750	\$1,000	\$1,000	\$2,000	\$250	\$400	\$750
LOGO IN CATALOGUE	INTERIOR BUSINESS CARD COLOR (3.5"W X 2"H)	INTERIOR HALF SIZE COLOR (5"W X 4"H)	INTERIOR FULL SIZE COLOR (5"W X 4"H)	INTERIOR BACK COVER COLOR (5.5"W X 8.5"H)	INTERIOR FRONT COVER COLOR (5.5"W X 8.5"H)	BACK COVER COLOR (5.5"W X 8.5"H)	INTERIOR BUSINESS CARD COLOR (3.5"W X 2"H)	INTERIOR HALF SIZE COLOR (8"W X 5"H)	INTERIOR FULL SIZE COLOR (8"W X 5"H)
<div style="border: 1px solid black; padding: 2px; display: inline-block; transform: rotate(-15deg); color: red; font-weight: bold;">SOLD</div> Logo featured on event registration & bidding pages									

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Please confirm your advertisement space reservation by submitting this form with payment and ad online, by mail or email by March 26, 2021.



SPONSORSHIP & ADVERTISING PAYMENT FORM

PLAN SELECTION

INDIVIDUAL

- Individual: Copper \$700
- Individual: Bronze \$1,500
- Individual: Silver \$2,500
- Individual Gold: \$5,000
- Individual Platinum: \$10,000

BUSINESS

- Business: Copper \$700
- Business: Bronze \$1,500
- Business: Silver \$2,500
- Business: Gold \$5,000
- Business: Platinum \$10,000
- Business: Corporate \$20,000

YEARBOOK

- Ad: Logo in Catalogue \$100
- Ad: Interior Business Card \$250
- Ad: Interior Half Size \$400
- Ad: Interior Full Size \$750
- Ad: Inside Front Cover \$1,000
- Ad: Back Cover \$2,000
- Yearbook: Business Card Size \$250
- Yearbook: Half Size \$400
- Yearbook: Full Size \$750

PAYMENT

Pay online at lelycee.org/gala or fill out payment info below and email this form to advancement@lelycee.org

Name (as you wish to be listed)* _____ Contact Person* _____

E-mail* _____ Telephone* _____

Credit Card Billing Address* _____

Payment Method*: Check enclosed payable to LFSF Mastercard Visa

Card Number* _____ Exp. Date* _____ Security Code/CVC* _____

Please confirm your Sponsorship by sending payment online, by mail or email by March 26, 2021.
Online Payment: lelycee.org/gala