



# From Roots to Branches

## The Philadelphia School

### 50th Anniversary Sponsorship Opportunities

The first day of school for TPS was 50 years ago.

Today, we remain a leader and whole-hearted champion for the preschool through 8th grade progressive education we were founded upon. We know that when children and teachers are partners in their learning, it brings a deeper understanding and appreciation to their studies. It creates confident, curious, and open-minded children who advocate for themselves and others. Together, each child progresses forward and finds their place as a learner and as an individual.

As we commemorate our 50th Anniversary and launch into the next 50 years of academic and community impact, we are guided by our year-long theme – **From Roots to Branches** - and committed to advancing the bold vision of our founders to develop young leaders who **learn here and go anywhere**.

We invite you to be part of a robust year-long celebration that will engage thousands of individuals in the TPS community from our past, present, and future - students and families, alumni, faculty and staff, and community partners – through special events, programs, and public acts of good.

Learn more about this opportunity in the pages ahead.  
We look forward to partnering with you.

*"I still consider  
The Philadelphia  
School to be  
responsible for  
the parts of me I  
like best."*

- Tony Laden, '81



# 50th Anniversary Activities



The 50th Anniversary Year launched in July 2022 and will run through June 2023, featuring an exciting mix of special events, community programs, and communications to thousands of stakeholders, including current TPS students and families, alumni, TPS leadership, faculty and staff, community partners, and more. Key engagement points throughout the year include:



## Communications

The 50th Anniversary year will feature a robust communications program to connect and engage with our community members - sponsors will receive frequent and regular recognition in these materials, to include:

- **50TH ANNIVERSARY WEBSITE AND EVENT PAGES**
- **TPS SPRING MAGAZINE**
- **WEEKLY NEWSLETTERS**
- **VIDEO MESSAGES**
- **SOCIAL MEDIA**
- **AND MORE...**

## Fall Festival

**SATURDAY, OCTOBER 22, 2022 (Rain date 10/23):**

The official launch of 50th Anniversary activities, the Fall Festival is a fun-filled day of games, music, and fall activities that will bring together more than 400 TPS families, plus faculty, staff, and close friends and partners.

## Alumni Thanksgiving Feast

**FRIDAY, NOVEMBER 25, 2022**

Building on a longstanding TPS tradition, the Thanksgiving Feast will bring back 200+ alumni for an evening of nostalgia and festivities. Attendees will reconnect with old classmates and teachers over dinner, drinks, and music.

## Community Service Projects

**WINTER/SPRING 2023**

Community service is an integral part of the 50th Anniversary, with opportunities to give back woven throughout all major events, plus community service projects to engage hundreds of TPS community members, including staff, faculty, students, families, and alumni. Projects will involve local nonprofits and community partners.

## Spring Celebration

**FRIDAY, MAY 5, 2023**

The 50th Anniversary will culminate with a festive, celebratory event for 500+ attendees at Vie ballroom located on North Broad Street, across the street from TPS's original home at Rodeph Shalom Synagogue. With a fun-filled evening of dinner, cocktails, and music, the event will showcase all things TPS, including student artwork, performances, and more.

## 50th ANNIVERSARY AUDIENCE AT-A-GLANCE:

- |  |   |
|--|---|
| 400+ Current enrollment                | 1,100+ Facebook followers               |
| 35+ Philadelphia zip codes represented | 2,500+ TPS Spring Magazine distribution |
| 1,200+ Alumni                          | 3,000+ Reach for digital newsletters    |

# Sponsor Levels and Benefits



A sponsorship of TPS's 50th Anniversary year brings numerous opportunities to build visibility and demonstrate community leadership. Sponsors can choose between "Root" sponsorships that extend over the full 50th Anniversary year and offer access to all events and communications, or more targeted "Branch" sponsorships that align with one of the four key Anniversary events.







## Root Sponsorships:

### YEAR-LONG SPONSORSHIP OPPORTUNITIES AND BENEFITS

If you are looking for maximum exposure across the entire 50th Anniversary and to the most diverse range of participants, a Root sponsorship is an ideal option. Root sponsors are the foundation for the 50th Anniversary year.

#### ALL ROOT SPONSORS RECEIVE THE FOLLOWING BENEFITS:

-  **Reach 1000's through 50th Anniversary communications, plus direct exposure to 200-500+ attendees at each of our signature events**
-  **Name and logo on Anniversary website and signage at all events**
-  **Special thank you and inclusion in TPS Spring Magazine**
-  **Complimentary tickets to attend Fall Festival, Spring Celebration, and Community Service events\***

#### Customizing the perfect sponsorship package for you.

We welcome your ideas for a custom package with benefits that deliver the most valuable and meaningful impact to your organization. Learn more by contacting Jonathan Katzenbach at [50thAnniversary@tps.school.org](mailto:50thAnniversary@tps.school.org) or (215) 545-5323 Ext. 229

#### ADDITIONAL LEVEL-SPECIFIC BENEFITS INCLUDE:

**\*\*\*Please note that benefits are time sensitive\*\*\***

OPPORTUNITY		BENEFITS					
Level	Investment	Speaking opportunity	Display table at Fall Festival	Dedicated digital media spotlight	Distribute materials at events	Ad in Spring Magazine	Number of tickets to each major event
Presenting Sponsors (up to two)	\$25,000	Welcome at Fall Festival or Spring Celebration	X	X	X	Full Page - Premium Placement	6
Progressive Champions	\$15,000		X	X	X	Full page	4
Anniversary Activators	\$10,000		X	X	X	Half page	2
Community Stewards	\$7,500				X	Quarter page	2

\*Ticket values still to be finalized.

# Sponsor Levels and Benefits







## Branch Sponsorships:

### EVENT-SPECIFIC SPONSORSHIP OPPORTUNITIES AND BENEFITS

Branch sponsorships offer targeted opportunities to directly engage with TPS community members at each of our signature events. Branch sponsors can select one (or more) events to sponsor, with a variety of investment levels.

#### ALL BRANCH SPONSORS RECEIVE THE FOLLOWING BENEFITS:

-  Direct access to 100's of attendees at each event\*
-  Recognition on event webpage and on event signage
-  Promotion in social media channels
-  Feature in TPS newsletter leading up to your chosen event

#### Choose Your Audience:

**Sponsors may choose one of the following targeted opportunities:**

- Fall Festival
- Thanksgiving Feast
- Community Service Events
- Spring Celebration

**Custom underwriting opportunities are also available.**

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#### ADDITIONAL EVENT/LEVEL-SPECIFIC BENEFITS INCLUDE:

**\*\*\*Please note that benefits are time sensitive\*\*\***

OPPORTUNITY		BENEFITS					
Level	Investment	Speaking Opportunity	Display at Event	Distribute Materials	Ad in Spring Magazine	Listing on event page/signage	Event Tickets
Spring Celebration Presenting Sponsor	\$10,000	Welcoming remarks at Spring Celebration	N/A	X	Half-page	Logo	6
Leadership Sponsor (ALL EVENTS)	\$5,000		Fall Festival/Community Service Event	X	Quarter-page	Logo	4
Supporting Sponsor (ALL EVENTS)	\$2,500			X	1/8th-page	Logo	2
Contributing Sponsor (ALL EVENTS)	\$1,250					Company Name Listing	1
Fall Festival Family Sponsor	\$500					Family Name Listing	Family Pass

\*Ticket values still to be finalized.

# Additional Opportunities



## Ads and Tributes



### REACH 1000'S WITH AN AD OR TRIBUTE IN THE TPS SPRING MAGAZINE

In addition to our many sponsorship opportunities, organizations and individuals can purchase an ad or tribute message in our TPS Spring Magazine and reach 2,500 TPS families, alumni, friends, and partners. All ads/tributes are full-color, with the following size and pricing options:

- Full-Page - \$1,250
- Half-Page - \$750
- Quarter-Page - \$500
- 1/8-Page - \$250

**Contact Megan Townsend, Director of Marketing and Communications, at [mtownsend@tps.school.org](mailto:mtownsend@tps.school.org) to learn more!**

## Underwriting and Custom Packages

Do you want to support the 50th Anniversary but you're not sure a sponsorship is the right fit for your organization? Let's get creative together! There are many ways you can be part of the Anniversary and receive recognition for your generosity and commitment to our community. Examples include:

- **Food or beverage donations for events**
- **Underwriting event swag or specific programming elements**
- **Donating goods/services for raffles or other fundraising elements**

We look forward to discussing these or other custom packages with you! Please contact Jonathan Katzenbach at [50thAnniversary@tps.school.org](mailto:50thAnniversary@tps.school.org) or (215) 545-5323 Ext. 229 to learn more or share your idea.

## Support The TPS Fund

We understand that a sponsorship may not be the right fit for all organizations or individuals. If you believe in the TPS mission and would like to support our work, please consider a donation to The TPS Fund, which helps contribute to the nearly \$2 million in needs-based tuition assistance awarded each year to 30% of our student body. Learn more at [www.tps.school.org/supporttps](http://www.tps.school.org/supporttps).



# Sign Up Today!



If you are ready to sign up today, simply complete the form below and return to [50thAnniversary@tps.school.org](mailto:50thAnniversary@tps.school.org). Please contact Jonathan Katzenbach at [50thanniversary@tps.school.org](mailto:50thanniversary@tps.school.org) or (215) 545-5323 Ext. 229 with any questions or to discuss a custom sponsorship, underwriting opportunity, or any other way you'd like to support the 50th Anniversary.

## Organization Details:

<b>Organization Name:</b>	
<b>Organization Contact:</b>	
<b>Email Address:</b>	
<b>Phone Number:</b>	
<b>Mailing Address (City, State, Zip):</b>	
<b>Additional Contact Name</b>	
<b>Additional Contact Email/Phone</b>	

## Package Selection:

### I would like to be a Root sponsor:

- Presenting Sponsor (\$25,000)
- Progressive Champion (\$15,000)
- Anniversary Activator (\$10,000)
- Community Steward (\$7,500)

### I would like to purchase an Ad or Tribute in the TPS Spring Magazine: (All ads are full-color)

- Full-page (\$1,250)
- Half-page (\$750)
- Quarter-page (\$500)
- 1/8th-page (\$250)

### I would like to be a Branch sponsor:

#### Event Selection:

- Fall Festival
- Thanksgiving Feast
- Community Service Events
- Spring Celebration

#### Sponsorship Level

- Spring Celebration Presenting Sponsor (\$10,000)
- Leadership Sponsor (all events) (\$5,000)
- Supporting Sponsor (all events) (\$2,500)
- Contributing Sponsor (all events) (\$1,250)
- Fall Festival Family Sponsor (\$500)

### I am interested in supporting the 50th Anniversary in another way:

- Underwriting (Please contact me to discuss)
- Make a TPS Fund Donation \$ \_\_\_\_\_