



From Roots to Branches

The Philadelphia School

50th Anniversary Spring 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 rest of the school 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...**

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

Learn more at www.tpschool.org
or by contacting 50thAnniversary@tpschoool.org





Sponsor Levels and Benefits



Spring Sponsorships: **SPONSORSHIP OPPORTUNITY AND BENEFITS**

Spring sponsorships offer targeted opportunities to directly engage with TPS community members at our upcoming celebration. Spring Celebration sponsors can choose from a variety of investment levels.

ALL SPRING SPONSORS RECEIVE THE FOLLOWING BENEFITS:

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

Custom underwriting opportunities are also available.

Learn more by contacting
50thAnniversary@tpschoool.org
or (215) 545-5323 Ext. 359

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

ADDITIONAL EVENT/LEVEL-SPECIFIC BENEFITS INCLUDE:

OPPORTUNITY		BENEFITS					
Level	Investment	Speaking Opportunity	Attend VIP Reception	Distribute Materials	Ad in Spring Magazine	Listing on event page/signage	Event Tickets
Spring Celebration Presenting Sponsor	\$10,000	Welcoming remarks at Spring Celebration	X	X	Half-page	Logo/Family Name	6
Leadership Sponsor	\$5,000		X	X	Quarter-page	Logo/Family Name	4
Supporting Sponsor	\$2,500		X	X	1/8th-page	Logo/Family Name	2
Contributing Sponsor	\$1,250		X			Name Listing	2

*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. Due by February 15th, 2023, 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@tpschoool.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 50thAnniversary@tpschoool.org or (215) 545-5323 Ext. 359 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.tpschoool.org/supporttps.



The Philadelphia School is registered with the Federal Government as a 501(c)3 organization (EIN: 23-7091186) and is registered as a charitable organization with the Commonwealth of Pennsylvania. The official registration and financial information for The Philadelphia School may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-723-0999. Registration does not imply endorsement.

Sign Up Today!



If you are ready to sign up today, simply complete the form below and return to 50thAnniversary@tpschoool.org. Please contact 50thanniversary@tpschoool.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:

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

Package Selection:

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)

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

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