



2023-2024 School Year Sponsorship & Advertising Agreement

Sponsorship Packages	Platinum Level \$10,000+	Gold Level \$5,000	Silver Level \$2,500	Bronze Level \$1,500
Full page ad in Annual School Directory (600 copies given to families & staff)	Premium Placement	Prominent Placement	Included	Included
Thank You Community Partners Ad (shared full page) in School Directory	Logo	Logo	Logo	Logo
Thank You Recognition in summer mailing (August) to all school families	Logo	Logo	Logo	Name
Thank You Recognition Ad (full page, by level) in RSF Review	Logo	Logo	Logo	Name
Signage (by level) featured at RSFEF Events*	Yes	Yes	Yes	
Ad (full screen) rotating on school office reception area TV	Full screen	1/4 screen	Logo	
Vendor table at Back to School Coffee (1st Day of School)	Yes	Yes		
Level Recognition with Logo and Hyperlink on the RSFEF Website	Yes			
Level Recognition, Logo & Hyperlink on the RSFEF Online Consumer Guide	Yes	Yes	Yes	Name
Level Recognition and/or Thank You in RSFEF Social Media Posts	8x	5x	3x	1x
Level Recognition & Company Spotlight in the School's Weekly E-Newsletter	2x	1x		
Thank You Recognition (logo/Link) in Art Auction Digital Catalog for School	Yes	Yes	Yes	

* Past Events include Back to School Coffee, Back to School Night (2), Newcomers Events (4), Staff Appreciation (3), Fall Carnival, Cap and Gown, Red Ribbon Week, Grandparents & Special Friends Day, Father Daughter Dance, Mother Son Event, Volunteer Thank You Lunch, Art Auction and Scholars' Circle Recognition Party.

Sponsor/Advertiser Name: _____

Sponsorship Level

Platinum \$10,000
 Gold \$5,000
 Silver \$2,500
 Bronze \$1,500

Advertiser – Annual School Directory

½ Page Ad \$800
 ¼ Page Ad \$400

Event Sponsor/Catering Donor – Based on Availability (Please list your top choice)

Payment (Total Amount: \$ _____) – All Sponsorship & Advertising Must Be Paid By Oct. 1st

Paid – Check # _____
 In-Kind – Description _____ Delivery Date _____
 Paid – Credit Card (Online at RSFEF.org under Other Contribution or contact 858-756-1141 x116)
 Platinum Package Billing Plan (Up to 9 equal installments of \$1,111.11)

As an authorized signatory for the Sponsor/Advertiser, I have read and agree to the terms of this agreement printed on the reverse side of this form and I hereby authorize the Sponsorship Package and/or placement of advertisement listed above by the RSF Education Foundation.

Authorized Signature _____

Date _____

Printed Name _____

Phone _____

Street Address _____

City _____ State _____ Zip _____

Email _____

Terms of Sponsorship and Advertising Agreement

Payment — All Sponsorship and Advertising Placement requires payment in advance by October 1st of the current school year. With the exception of the Platinum Package Billing Plan (up to 9 equal installments of \$1,111.11) as determined between the Sponsor/Advertiser and Rancho Santa Fe Education Foundation. In the event that the Advertiser fails to pay, the Rancho Santa Fe Education Foundation may immediately cancel Advertiser's contract, and Advertiser agrees to indemnify and hold harmless the Rancho Santa Fe Education Foundation for all expenses incurred in connection with the collection of amounts payable, including, but not limited to, court costs and attorney's fees.

Rates & Rate Changes — The Rancho Santa Fe Education Foundation may revise its rate schedule, and should rate schedule changes occur, you will be given a 30-day notice. You may, without penalty, cancel within 30-days written notification, your Sponsorship & Advertising Agreement with the Rancho Santa Fe Education Foundation. All elements for each Sponsorship Package are based upon Sponsor/Advertiser commitment prior to October 1st of the current school year.

No Commission — All Sponsorship Packages and Advertising Rates are net. No commissions are allowed to advertising agencies for Sponsorship or Advertising.

No Results Guarantee — The Rancho Santa Fe Education Foundation does not guarantee that Sponsorship or Advertising Placement will generate response or results for the Advertiser.

Acceptance & Standards — The Rancho Santa Fe Education Foundation may, in its sole discretion, edit, classify or reject, at any time, any Sponsor/Advertiser, Advertising Copy, Imagery and/or Photos. Furthermore, the subject matter, size wording, illustration and typography of all advertisements are subject to the approval of the Rancho Santa Fe Education Foundation.

Indemnification — Sponsor/Advertiser agrees to indemnify, defend and hold harmless the Rancho Santa Fe Education Foundation from all claims, administrative filings, suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorneys' fees and costs) for which the Rancho Santa Fe Education Foundation or any of its affiliates, subsidiaries, agents, employees, contractors, trustees and volunteers may become liable by reason of the Rancho Santa Fe Education Sponsorship Packages or Advertising vehicles of Advertiser's advertising.

Copyright — All advertising copy which represents the creative effort of the Rancho Santa Fe Education Foundation and/or the utilization of creativity, illustration, labor, composition or material furnished by it, is and remains the property of the Rancho Santa Fe Education Foundation, including all rights of copyright and trademark there in. Sponsor/Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Rancho Santa Fe Education Foundation's prior written consent.

No Sequential Liability — The Sponsor/Advertiser's contract renders void any statements concerning liability or indemnity which appears on correspondence from Sponsor/Advertiser or its Agency, and is irrevocable without the written consent of the Rancho Santa Fe Education Foundation. It is further agreed that the Rancho Santa Fe Education Foundation does not accept sponsorships, advertising orders or space reservations claiming sequential liability.

Taxes — If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Sponsor/Advertiser.

Cancellations — Cancellation of Sponsorship Packages and ad space must be done with 30-days written notice, prior to the time that the artwork is due. Sponsorship Packages cannot be cancelled after October 30, 2022.

Responsibility of Errors — The Rancho Santa Fe Education Foundation will not be responsible for any errors on any communication, message or advertisement. Errors noticed should be called to the attention of the Rancho Santa Fe Education Foundation. No credit will be provided to any Sponsor/Advertiser.

Typographical Errors, Incorrect Insertions or Omissions — The Sponsor/Advertiser's contract cannot be invalidated, and the Rancho Santa Fe Education Foundation will not be liable, for (a) the incorrect publication (including, without limitation typographical errors), or insertions or omissions in advertising published by the Rancho Santa Fe Education Foundation or (b) any resulting losses.

Proofing Policy — Submission of your ad copy is confirmation that you have proofed the ad, and affirm that all content in the ad is correct, and hereby release the Rancho Santa Fe Education Foundation from liability of any content errors that should be discovered after production begins. Changes from original copy and resetting for any reasons will be charged to the Sponsor/Advertiser.

Assignment — Sponsorship and Advertising contracts may not be assigned or transferred by Sponsor/Advertiser or its Agency if any.

Positioning of Advertisements — The Rancho Santa Fe Education Foundation shall have full decision making authority with respect to positioning all advertisements.

Photo Releases — Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s).

Use of School Directories — The Rancho Santa Fe Education Foundation will provide Sponsors/Advertisers with a copy of the Annual School Directory in which student information has been redacted, to be used as a reference tool for individual, non-commercial and confidential use. The contents of the Annual School Directory may not, in whole or in part, be reproduced, copied, disseminated or entered into a computer database in connection with a mailing list by any means. Use of Directory information for commercial, political or promotional (marketing and sales) purposes is strictly prohibited.

This Agreement is entered into by and between the Rancho Santa Fe Education Foundation and the Sponsor/Advertiser listed on the reserve side of this form.

