



"What's Your Story?"

The Philadelphia School

2023-24 Sponsorship Opportunities

For over 50 years, The Philadelphia School has been a leader and whole-hearted champion for progressive education. At TPS, the classroom is the city that is our namesake; its neighborhoods, institutions, green spaces, and citizens help us grow and learn. It all amounts to understanding our place in the world and how we can positively impact it. When you learn everywhere, you can go anywhere.

We are always grateful to the local businesses and corporate partners who actively participate in our events throughout the year. In this way, our partners demonstrate what it means to be an engaged and interconnected local citizen. This year, we are guided by our year-long theme – "What's Your Story?" – and committed to the sharing of stories and lived experiences of our students, their families, and our community partners.

We invite you to be part of a robust year-long exploration of this theme and let us help you tell your story with us in a way that will engage thousands of individuals in the TPS community. We look forward to partnering with you.

Learn more about these opportunities at
www.tpschool.org/support

Contact us:

advancement@tpschoool.org | 215-545-5323 ext. 243

*"You make a
living by what
you get.
You make a
life by what
you give."*

- Winston Churchill



The
**Philadelphia
School**

Upcoming Events



The 2023-24 school year offers special events, community programs, and communications to thousands of stakeholders, including current TPS students and families, alumni, faculty and staff, community partners, and more.

Fall Family Festival

SATURDAY, NOVEMBER 11, 2023

This fall we return to the garden at our Early Childhood Education Center for an afternoon of food, music, crafts, games, and more - welcoming over 700+ families. We will present an update on the "Ours to Shape" renovation plans for the community and offer tours of the upper school. This "homecoming" event will also draw past students for an annual alumni basketball game.



EATS Spring Benefit

SATURDAY, MAY 4, 2024

This year our annual benefit will celebrate the completion of the first phase of renovations to our upper school. Our newly refreshed front yard, multi-purpose room and teaching kitchen will be activated by 500+ attendees. With a fun-filled evening of dinner, silent auction, cocktails, and music, this event draws a diverse cross section of families, alumni and community partners in support of TPS.



TPS AUDIENCE AT-A-GLANCE:



1,300+ Followers on Facebook and Instagram



2,500+ TPS Spring Magazine distribution



3,000+ Reach for digital newsletters



400+ Current enrollment



35+ Philadelphia zip codes represented



1,200+ Alumni

Sponsor Levels and Benefits









Event Sponsorships:

OPPORTUNITIES FOR BUSINESSES

Event sponsorships offer targeted opportunities to directly engage with TPS community members at our upcoming gatherings. Sponsors can choose from a variety of investment levels. Gifts may be made as cash, merchandise credits, products or services of equal value.

ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

-  Direct access to hundreds of event attendees*
-  Feature in TPS newsletter leading up to the event
-  Recognition on event webpage and signage
-  Placement in the TPS Spring Magazine
-  Promotion on our social media channels
-  Custom underwriting opportunities are also available

Please note that benefits are time sensitive

ADDITIONAL EVENT/LEVEL-SPECIFIC BENEFITS INCLUDE:

OPPORTUNITY		BENEFITS						
Level	Investment	Fall and/or Spring Events	Attend EATS VIP Reception	Onsite Display or Activation	Distribute Materials	Ad in Magazine	Listing on event page/signage	Event Tickets
Presenting Sponsor	10,000+	Both	X	X	X	Full-page	Logo/Family Name	4 per event
Leadership Sponsor	\$5,000	Either one	EATS sponsors only	X	X	Half-page	Logo/Family Name	4
Supporting Sponsor	\$2,500	Either one		X	X	Quarter-page	Logo/Family Name	2
Contributing Sponsor	\$1,000	Either one			X	1/8th-page	Name Listing	2
Family Sponsor	\$500	Either one				Name only	Name Listing	2

*Ticket values still to be finalized.

Additional Opportunities



Ads and Tributes

REACH THOUSANDS WITH YOUR STORY 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

Deadline: March 1, 2024



Underwriting and Custom Packages

Do you want to support The Philadelphia School but you're not sure a sponsorship is the right fit for your company? Let's get creative together! There are many ways you support our work and receive recognition for your generosity and commitment to our community. Examples include:

- **Product-specific brand activations**
- **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!

Other Ways to Support TPS

Sponsorship may not be the right fit for all companies or business owners. 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. The Earned Income Tax Credit (EITC) program is another great option, offering companies a 75-90% tax credit for donations towards scholarships.

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.



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