

St. Mary's Academy

# SPONSORSHIP OPPORTUNITIES





# AN INVITATION TO OUR MOST CHERISHED SPONSORS

At St. Mary's Academy, we believe in the power of all female education and the tenet that all women should have access to an exceptional education. In the 2024-25 school year, we will provide nearly \$2 million in financial aid to 42 percent of families. Now more than ever, these funds are critical to ensure continued access to unmatched educational excellence for young women in our community.

I'm reaching out with a special invitation to participate in our sponsorship program. Your sponsorship enables St. Mary's Academy to stay true to our mission and values. In return, you not only invest in the future of our students, but also gain access to a vibrant and engaged community. Our annual events—including the Student Fundraiser, Food for Thought, and the Auction—provide myriad opportunities for networking and showcasing your commitment to education and community development.

Your support helps us maintain state-of-the-art facilities, innovative programs, and a dedicated faculty that inspires and nurtures the next generation of leaders. We invite you to join us in this mission and, together, we can make a lasting impact and create a brighter future for all.

In this packet you'll find opportunities to sponsor the classic events you love, and new ways to partner with St. Mary's Academy.

Enclosed is information detailing event sponsorship packages starting at \$750, with appropriate benefits attached.

Please contact Paige Silverston, Director of Special Events, at [paige.silverston@smapdx.org](mailto:paige.silverston@smapdx.org) with any questions.

We look forward to your support and engagement at our events.

Gratefully,



Kate Baldwin  
Director of Advancement





# WHY PARTNER WITH US

By sponsoring St. Mary's Academy (SMA) events, you make a statement that you are a leader in women's empowerment and education. An SMA sponsorship positions your company in front of leading community members and anywhere from 50 to 2,000+ event attendees and supporters. Our constituents include students, alumna, parents, community partners, and friends. This platform allows you a direct connection with our audience to promote your work, create authentic relationships with community leaders, and expand your reach even further.

We offer a variety of sponsorship packages tailored to meet your business objectives and enhance your brand visibility. From event sponsorships to scholarship funds, there are numerous ways to align your organization with our esteemed institution.

## OUR INFLUENCE AND IMPACT



### PEOPLE

605 current students  
1,400 current parents  
10,000 alumnae



### DIRECT MARKETING

6K+ email subscribers that receive our marketing emails



### SOCIAL MEDIA

3k+ Instagram  
5.5K+ Facebook



### WEBSITE TRAFFIC

1500 web views per month (+6% yr/yr)



- \$2 million in financial aid is committed for 2024-2025
- 283 students and 42% of families are on financial aid
- The average gift is \$125.00
- 100% of the graduating class of 2024 was admitted to continuing education



# STUDENT FUNDRAISER & SPIRIT WALK



## WHAT

The Student Fundraiser and Spirit Walk is an annual event that engages the entire school body and allows students to give back to the school they love so much! This event teaches students about philanthropy and raises funds to support all the things that make St. Mary's great, including academics, extra-curricular activities, and tuition assistance.

## WHY

Since our founding in 1859, we remain steadfast in our belief that every young woman should have the opportunity to attend St. Mary's Academy. The donations received through the Student Fundraiser support students in every aspect of their experience at SMA, with much of the funds benefiting the school's financial aid program. The St. Mary's Academy's tuition assistance program grants access for many deserving young women to an exceptional St. Mary's Academy education, and creates a diverse environment where our students and their families represent all income levels and backgrounds.

## AUDIENCE

The Student Fundraiser and Spirit Walk engages the entire student body, as well as their parents, familial and professional networks, and educators. We receive an average of 1,400 individual donations each year, and The Spirit Walk portion of the event sees an average of 725 in-person participants.

## WHEN

The Student Fundraiser, a part of Spirit Month, kicks off on Monday, September 30, 2024, and ends on Thursday, October 17, 2024. We end Spirit Month with the Spirit Walk wherein all St. Mary's students walk a route from SMA and along the Willamette River to show their school spirit!



# STUDENT FUNDRAISER SPONSORSHIP

	Presenting \$10,000 ONLY ONE (1) AVAILABLE	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$750
Company Name and Logo Benefits					
Linked Logo on Student Fundraiser website	x	x	x	x	x
Name and logo on social media and marketing emails	x	x	x	x	
Name and logo on printed materials	x	x	x		
Name and logo on donation envelopes	x	x			
Name and logo on t-shirt	x				
Event Benefits					
Name and logo on event signage	x	x	x	x	x
A table at the spirit walk to promote your company	x	x	x		
Name and logo on event signage as "Presenting Sponsor"	x				

## MORE OPPORTUNITIES

**LUNCH SPONSOR - \$2,500 - ONE (1) AVAILABLE**

**T-SHIRT SPONSOR - \$5,000 - ONE (1) AVAILABLE**

**PRIZE SPONSOR - \$1,000 OR IN-KIND - FIVE (5) AVAILABLE**

**CARNIVAL SPONSOR - \$2,500- ONE (1) AVAILABLE**

**Please visit our website for more information and a full list of Student Fundraiser sponsorship opportunities.**



# FOOD FOR THOUGHT TUITION ASSISTANCE LUNCHEON



## WHAT

Food for Thought, Tuition Assistance Fundraiser, is an annual luncheon fundraiser event that raises critical funds for the St. Mary's Academy tuition assistance program. The 31st annual Food for Thought will feature a keynote from Portland-based business coach and founder of Pregame, Ciara Pressler, as well as a St. Mary's student testimonial, and many opportunities for our community to be inspired.

## WHY

Food for Thought directly supports the heart of our mission, allowing us to provide a college-preparatory education to any young woman who desires it, regardless of financial circumstances. All funds raised during Food for Thought directly contribute to our tuition assistance program. With over 40% of our families on financial aid, it is crucial that we continue to provide this support for our deserving students.

## AUDIENCE

Each year, an average of 500 attendees join us for this luncheon. The event is open to the public and publicized with a full marketing campaign. Attendees comprise of alumnae, current and former SMA parents, community members, business leaders, and friends and supporters.

## WHEN & WHERE

Wednesday, November 20, 2024  
11:00 a.m. – 1:00 p.m.

Portland Hilton, Grand Ballroom  
921 SW Sixth Avenue | Portland, OR 97201  
Valet and underground parking available



# FOOD FOR THOUGHT SPONSORSHIP

Presenting - \$20,000  
ONLY ONE AVAILABLE

Diamond \$15,000

Platinum \$10,000

Gold \$5,000

Silver \$3,000

Bronze \$2,000

Company Name and Logo Benefits						
Linked logo on event website	x	x	x	x	x	x
Name and logo listed in event program	x	x	x	x	x	x
Name recognition on AV slideshow during event intro and conclusion	x	x	x	x	x	
Name recognition on event thank you letters	x	x	x	x		
Name and logo recognition on event e-reminders	x	x	x			
Marketing table in the lobby at Food for Thought for your company or business	x	x				
Name as presenting sponsor on all materials, including event swag	x					
Event Benefits						
Tickets and lunch for your guests, with priority table placement	20	20	20	10	10	10
Invitation for you and your guests to the VIP reception and meet & greet with Ciara Pressler on Tuesday, November 19	20	20	20	10	10	10
Custom SMA swag for your guests	x	x	x	x		
Custom invite for you to send to your guests	x	x	x	x		
Named recognition by emcee during event	x	x				

## MORE OPPORTUNITIES

**DESSERT SPONSOR - \$5,000 - ONE (1) AVAILABLE**

**VIP RECEPTION SPONSOR - \$5,000 - ONE (1) AVAILABLE**

**DESSERT SPONSOR - \$2,500 - ONE (1) AVAILABLE**

**COAT CHECK SPONSOR - \$1,500 - ONE (1) AVAILABLE**

**Please visit our website for more information and a full list of Food for Thought sponsorship opportunities.**

# 37TH ANNUAL AUCTION



## WHAT

The Auction is St. Mary's Academy's largest annual fundraising event and a meaningful way for parents, alumnae, and friends to support the school. The auction raises critical dollars that support our students in the classroom, on the athletic field, and the many extracurricular activities that we offer. The event boasts a celebratory atmosphere, with live and silent auctions, a paddle raise for tuition assistance, inspirational speakers and honors, dinner, drinks, and more.

## WHY

St. Mary's Academy is providing nearly \$2 million in financial aid for the 2022-23 school year to 42 percent of families. Now more than ever these funds are critical to ensure we can continue to provide the unmatched level of educational excellence to young women in the year ahead.

## AUDIENCE

Our largest in-person fundraising event of the year, we see an average of 600 attendees at the Auction. The event is open to the public and publicized with a full marketing campaign. Attendees comprise of alumnae, current and former SMA parents, community members, business leaders, friends and supporters.

## WHEN & WHERE

Saturday, April 05, 2025

5:00 – 7:00 p.m. | Silent Auction & Reception

7:00 p.m. | Live Auction & Dinner

8:30 p.m. | After Party & Dancing

Oregon Convention Center, Portland Ballroom  
777 NE Martin Luther King Jr. Blvd | Portland, OR 97232



# AUCTION SPONSORSHIP

Presenting \$25,000  
Only one available!

Diamond \$15,000

Platinum \$10,000

Gold \$5,000

Silver \$3,500

Bronze \$2,500

Company and Name Benefits						
Linked Company Name and logo on event website	x	x	x	x	x	x
Name recognition on AV in event slideshow and auction catalog	x	x	x	x	x	x
Digital advertisement/tribute on display at the live event	x	x	x	x	x	
Social media recognition post event	x	x	x	x		
Name recognition on event thank you letters	x	x	x			
Named recognition by emcee during event	x	x				
Name as presenting sponsor on all materials	x					
Event Benefits						
Table and dinner for your guests with priority table placement	2 tables 20 guests	2 tables 20 guests	2 tables 20 guests	1 table 10 guests	1 table 10 guests	1 table 10 guests
Custom electronic invitation for you to send to your guests	x	x	x	x	x	
Special party favor for your table guests	x	x	x	x		
Four (4) bottles of premium wine for your table	x	x	x			

## MORE OPPORTUNITIES

**BAR SPONSOR - \$15,000 - ONE (1) AVAILABLE**

**SILENT AUCTION SPONSOR - \$10,000 ONE (1) AVAILABLE**

**ONLINE AUCTION SPONSOR \$5,000 - THREE (3) AVAILABLE**

**WINE WALL SPONSOR - \$2,500 - ONE (1) AVAILABLE**

**Please visit our website for more information and a full list of auction sponsorship opportunities.**

# BECOME A “TRUE BLUE” FULL EVENT SUITE SPONSOR

Sponsor all three of St. Mary's signature fundraising events at any level to get special perks. Your advance participation as a sponsor for the Student Fundraiser, Food for Thought, and our Annual Auction has the following additional benefits:

Company Name and Logo Benefits
Linked logo on St. Mary's Academy event partner website
Name and logo featured in our "Share the Love" campaign in February
Name and logo in premier location on all event marketing emails
Name in post event press releases
Event Benefits
Priority tables placement at our events
Custom SMA swag for your guests
Custom invite for you to send to your guests
Named recognition by emcee during event





# ST. MARY'S ACADEMY EVENT SPONSORSHIP

## PARTNER/SPONSOR INFORMATION

Sponsor Name(s): \_\_\_\_\_

Contact Name (if different from above): \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## PLEASE SELECT A PARTNER/SPONSORSHIP LEVEL

### Student Fundraiser:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Presenting - \$10,000 | <input type="checkbox"/> Platinum - \$5,000 | <input type="checkbox"/> Gold - \$2,500 |
| <input type="checkbox"/> Silver - \$1,500      | <input type="checkbox"/> Bronze - \$750     |   |

### Food for Thought:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Presenting - \$20,000 | <input type="checkbox"/> Diamond - \$15,000 | <input type="checkbox"/> Platinum - \$10,000 |
| <input type="checkbox"/> Gold - \$5,000        | <input type="checkbox"/> Silver - \$3,000   | <input type="checkbox"/> Bronze - \$2,000    |

### Auction

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Presenting - \$25,000 | <input type="checkbox"/> Diamond - \$15,000 | <input type="checkbox"/> Platinum - \$10,000 |
| <input type="checkbox"/> Gold - \$5,000        | <input type="checkbox"/> Silver - \$3,500   | <input type="checkbox"/> Bronze - \$2,500    |

### Full Event Suite Sponsor (must select a level for each event above)

Sponsor name recognized in the event materials as: \_\_\_\_\_

- ☐ I would like to be my company name/logo linked on the St. Mary's website
- ☐ I would like my company name/logo to be recognized on social media
- ☐ Please contact me about a custom partner/sponsorship opportunity

## PAYMENT INFORMATION

☐ CARD ( ☐ Visa ☐ MasterCard ☐ AMEX )

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

☐ CHECK (Please make check payable to St. Mary's Academy)

☐ STOCK TRANSFER (we will contact you with stock transfer information)

Email or mail Commitment Form to: [special.events@smapdx.org](mailto:special.events@smapdx.org) | 1615 SW Fifth Avenue, Portland, OR 97201

To complete this form online, please visit [www.stmaryspdx.org/eventpartners](http://www.stmaryspdx.org/eventpartners)

For more information contact: Paige Silverston, Director of Special Events | [paige.silverston@smapdx.org](mailto:paige.silverston@smapdx.org)



# LET'S CHAT!

**Sponsorship levels and benefits are entirely customizable to suit your company's needs.**

Paige Silverston, Director of Special Events  
[paige.silverston@smapdx.org](mailto:paige.silverston@smapdx.org)



**WWW.STMARYSPDX.ORG**



# COMPLETE LIST OF ADDITIONAL SPONSORSHIP OPPORTUNITIES

## STUDENT FUNDRAISER

- Lunch Sponsor - \$2,500 - One (1) available
  - Signage at event and name listed in materials
- T-Shirt Sponsor - \$5,000 - one (1) available
  - Name on back of each t-shirt, signage at event, and name listed in materials
- Prize Sponsor - \$1,000 or in-kind - five (5) available
  - Signage at event and name listed in materials
- Carnival Sponsor - \$2,500- One (1) available
  - Signage at event and name listed in materials

## FOOD FOR THOUGHT

- Dessert Sponsor — \$5,000 — One (1) available
  - Signage on each table and name listed in materials
- VIP Reception Sponsor — \$5,000 — One (1) available
  - Signage on each table and name listed in materials
- Bar Sponsor — \$2,500 — One (1) available
  - Sign at the bar and name listed in materials
- Coat Check Sponsor — \$1,500 — One (1) available
  - Sign at coat check and name listed in materials
- Volunteer Room Sponsor — \$750 — One (1) available
  - Sign outside volunteer room and name listed in materials

## AUCTION

- Bar Sponsor - \$15,000 - One (1) Available
  - Sign at the bar and name listed in materials
- Dessert Sponsor — \$10,000 — One (1) available
  - Signage on each table and name listed in materials
- Silent Auction Sponsor - \$7,500 One (1) Available
  - Signage in the silent auction and name listed in materials
- Online Auction Sponsor \$5,000 - Three (3) available
  - Name and logo listing on the online auction landing page and name listed in materials
- Wine Wall Sponsor - \$2,500 - one (1) available
  - Signage at the Wine Wall and name listed in materials
- Restaurant Wall Sponsor - \$2,500 - one (1) available
  - Signage at the Restaurant Wall and name listed in materials
- Wine Toss Sponsor - \$1,500 - one (1) available
  - Signage at the Wine Toss and name listed in materials
- Volunteer Room Sponsor - \$1,000 - One (1) available
  - Sign outside volunteer room and name listed in materials