



# Inciting Joy!

## Partnership Opportunities



The  
**Philadelphia  
School**

The Philadelphia School has been a leader and whole-hearted champion for progressive education for over 50 years. 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.

The Philadelphia School is immensely grateful to the local businesses and corporate partners who sponsor our events throughout the year. Sponsorships help cover the overhead costs of events, allowing us to allocate every dollar raised towards The Philadelphia School Fund. We are happy to work with your business to create a customized opportunity to showcase your brand to our community.

We look forward to partnering with your business or organization in a way that will directly and meaningfully engage our diverse, highly-networked, and values-centered community.

Learn more about these opportunities at  
[www.tpschool.org/support](http://www.tpschool.org/support)

Contact us:

[advancement@tpschoool.org](mailto:advancement@tpschoool.org) | 215-545-5323 ext. 243

*"In the past, my business sponsored one of the events. The committee did a great job; they took a lot of care in making sure my priorities were met, and my name was out there, and I got a lot of value for my sponsorship."*

- TPS Current Parent and Event Sponsor, Patrick Campbell, InTown Real Estate Group, Compass Realty



# EATS Benefit- “Joie de Vivre”



**FRIDAY, MAY 16, 2025**



The beloved annual tradition of the EATS spring benefit returns in 2025 with the theme of “Joie de Vivre.” Meaning “the joy of living,” the event will reflect our school-wide theme for ‘24-25 of “Inciting Joy.”

This year’s event will be a joyful celebration of life’s simple pleasures: enjoying good food and drink with friends, revelling in creativity and wonderment, and embracing in the optimism that Springtime brings.

We look forward to welcoming over 400 members of the TPS community including parents, alumni, faculty, staff, and community partners. Guests will enjoy a silent auction, interactive art, music, and dancing amidst a whimsical garden setting.



## TPS AUDIENCE AT-A-GLANCE:

 **1,750+ Followers on Facebook and Instagram**

 **414+ Current enrollment**

 **2,500+ TPS Spring Magazine distribution**

 **35+ Philadelphia zip codes represented**

 **3,300+ Reach for digital newsletters**

 **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 LEVEL-SPECIFIC BENEFITS INCLUDE:

OPPORTUNITY		BENEFITS				
Level	Investment	Onsite Display or Activation	Distribute Materials	Ad in Magazine	Listing on event page + signage	Event Tickets
Presenting Sponsor	\$10,000+	X	X	Full-page	Logo or Family Name	6
Leadership Sponsor	\$5,000	X	X	Half-page	Logo or Family Name	4
Supporting Sponsor	\$2,500		X	Quarter-page	Logo or Family Name	2
Contributing Sponsor	\$1,000			1/8th-page	Logo or Family Name	2
"Cheers to Teachers" Sponsor	\$600			Name listing	Logo or Family Name	2 for you + 2 for teachers



# Additional Opportunities



## Ads and Tributes

### REACH THOUSANDS WITH YOUR MESSAGE IN THE TPS 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, 2025**



## 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**



## 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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