WALDORF
SCHOOL OF BALTIMORE



THE ANNUAL WSB BENEFIT

Rooted in Wonder

Sponsor Packet

Saturday, February 6, 2027

6:00 to 10:00 PM · The Concept House by Second Chance
600 East Seminary Avenue, Towson, MD 21286

An evening of original art, a Benefit Raffle and community, in support of the children and teachers of the Waldorf School of Baltimore.

SPONSORSHIPS ARE OPEN NOW

Please commit by January 15, 2027, for inclusion in printed materials.

Prepared by Scotti Morrow, Director of Advancement advancement@twsb.org · 410-367-6808

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Dear Community Partner,

For more than fifty years, the Waldorf School of Baltimore has worked to educate and inspire children to think, feel and act with depth, imagination and purpose. We opened in 1971 as the New Morning School with 15 preschool children. Today we are a school of 167 students from age 2 through Grade 8, and a U.S. Department of Education Green Ribbon School where children learn in gardens, woods and workshops as much as at their desks.

On Saturday, February 6, 2027, we gather at the Concept House by Second Chance in Towson for Rooted in Wonder, our annual Benefit. Guests will bid on original art in a gallery-style silent auction, try their luck in the Benefit Raffle, and celebrate the teachers and children at the heart of our school. Proceeds help keep a Waldorf education within reach for Baltimore families. About one in three of our students receives need-based tuition assistance.

This year we are growing our partnerships with local businesses. We know your marketing dollars have to work hard, so every benefit in this packet is simple and visible: signage at the event, program ads guests take home, and recognition across our school community. Sponsorships start at $250, and in-kind services count too.

Thank you for considering a partnership. We would be honored to have your name alongside ours.

With gratitude,

Scotti Morrow
Director of Advancement, Waldorf School of Baltimore
advancement@twsb.org · 410-367-6808

PARTNERSHIP CONTACT
Scotti Morrow · Director of Advancement
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The Waldorf School of Baltimore is a 501(c)(3) nonprofit organization. Tax ID #23-7305478. Donations are tax deductible to the fullest extent allowed by law.

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Partner With WSB

WHEN	WHERE	THE EVENING
Saturday **February 6, 2027** **6:00 to 10:00 PM**	**The Concept House** **600 East Seminary Avenue** **Towson, MD 21286**	**Gallery Silent Auction and Benefit Raffle**

Why Partner With WSB?

Expand Access

About one in three WSB students receives need-based tuition assistance.

Strengthen Community

Connect with families, teachers, alumni and Baltimore neighbors.

Share Waldorf Education

Introduce more families to a school rooted in nature, art and wonder.

Who You Reach

10,000	5,800	167	50+
newsletter readers	social media followers	students, age 2 through Grade 8	years of alumni and families

- Benefit guests at the Concept House: parents, teachers, grandparents, alumni and friends
- A city school community: about 79% of WSB families live in Baltimore City
- Families who choose, and remember, the businesses that support their school

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Sponsorship Levels

Five levels, each named for a tree native to Maryland. Please commit by January 15, 2027.

Canopy

$5,000

Presenting Sponsor · one available

- "Rooted in Wonder, presented by [Your Business]"
- Prominent logo on event signage
- Full-page program ad
- 4 Benefit tickets
- Reserved seating for up to 10 guests
- 6 faculty tickets underwritten
- Recognition from the podium
- Social media spotlight

White Oak

$2,500

Maryland's state tree

- Logo on event signage
- Half-page program ad
- 2 Benefit tickets
- 4 faculty tickets underwritten
- Recognition from the podium

Tulip Poplar

$1,000

Tall, fast-growing and full of life

- Logo on event signage
- Quarter-page program ad
- 3 faculty tickets underwritten
- Logo and link on our Benefit web page
- Logo in the WSB weekly newsletter

Sycamore

$500

Guardian of Maryland's streams

- Name on event signage
- Name in the program
- 1 faculty ticket underwritten
- Name on our Benefit web page

Serviceberry

$250

Early blooms and summer berries

- Name in the program
- Name on our Benefit web page

Every level is recognized in the WSB Annual Report and in a thank-you post on WSB social media. Underwriting faculty tickets lets our teachers celebrate alongside the community they serve.

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Benefits at a Glance

Benefit	Canopy $5,000	White Oak $2,500	Tulip Poplar $1,000	Sycamore $500	Serviceberry $250
Presenting credit for the evening	✓				
Event signage	**Logo, prominent**	**Logo**	**Logo**	**Name**	
Recognition from the podium	✓	✓			
Printed program	**Full-page ad**	**Half-page ad**	**Quarter-page ad**	**Name**	**Name**
Benefit tickets	**4**	**2**			
Reserved seating	**Up to 10**				
Faculty tickets underwritten	**6**	**4**	**3**	**1**	
WSB weekly newsletter	**Logo**	**Logo**	**Logo**		
WSB Benefit web page	**Logo + link**	**Logo + link**	**Logo + link**	**Name**	**Name**
Social media	**Spotlight**	✓	✓	✓	✓
WSB Annual Report	✓	✓	✓	✓	✓

Tax note: the tax-deductible portion of your sponsorship is the amount paid less the fair market value of any Benefit tickets you use, and your receipt will state both amounts. Underwritten faculty tickets do not reduce your deduction. You may decline tickets in writing to make the full amount deductible.

In-kind services welcome: printing, catering, beverages, décor, photography or other services for the Benefit are credited at the sponsorship level matching the fair market value of what you provide.

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Underwriting and In-Kind

Underwriting Opportunities

One of each is available. Underwriters are recognized in the program, the WSB weekly newsletter and on our Benefit web page, plus signage where your gift makes a difference.

- **Gallery Underwriter, $1,500:** Your name on signage throughout the Gallery Silent Auction, plus 2 Benefit tickets. Thanked at the reception, in the newsletter and on social media. Proceeds support arts programs, including visual arts and theater production
- **New Family Welcome, $1,000:** Covers Benefit tickets for families in their first year at WSB
- **Bar Sponsor, $1,000 or in kind:** Your name on bar signage all evening

Gallery Silent Auction

Calling all artists. Donate an original piece to be displayed at the Benefit with your name, in a gallery-style exhibit at the Concept House. All proceeds benefit WSB. We welcome paintings, prints, photography, ceramics, fiber arts, woodwork, jewelry, glass and sculpture.

Benefit Raffle

Give a gift card, experience, product or service. Restaurant and spa certificates, tickets, getaways, classes and local gift baskets are favorites.

Donating an experience? We are happy to create the gift certificate on your behalf.

In-Kind Services

Printing, catering, beverages, décor, photography or other services for the Benefit, credited at the sponsorship level matching the fair market value of what you provide.

Every art, raffle and in-kind donor is recognized in the program and the WSB weekly newsletter and receives an acknowledgment letter noting the fair market value of the donation.

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How to Sponsor

1. **Choose your level.** Pay online through Zeffy, or by check payable to the Waldorf School of Baltimore.
2. **Email us** at advancement@twsb.org with your business name and level, or email the completed form in this packet to mcasey@twsb.org. We will confirm and send next steps.
3. **Send your logo** as a vector file (.ai, .eps, .svg or PDF) or a high-resolution PNG. That one file covers every placement: signage, program, newsletter and web page.

Sponsor Online

Pay by card, bank payment, Apple Pay or Google Pay.
zeffy.com/en-US/ticketing/rooted-in-wonder-sponsorships-and-program-ads

Prefer a check? Mail to Waldorf School of Baltimore, Attn: Scotti Morrow, 4801 Yellowwood Avenue, Baltimore, MD 21209.

Key Dates

- **January 15, 2027:** sponsorship, logo, ad, art and raffle deadline for printed materials
- **February 6, 2027:** Rooted in Wonder, 6:00 to 10:00 PM at the Concept House

Have a question, or want to build a custom package? Email advancement@twsb.org. We are a small team, so we keep partnerships simple, personal and worth your while.

Thank you for helping our children grow rooted in wonder.

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Sponsorship Form

Please choose a sponsorship level:

- ☐ **$5,000** Canopy
- ☐ **$2,500** White Oak
- ☐ **$1,000** Tulip Poplar
- ☐ **$500** Sycamore
- ☐ **$250** Serviceberry

Or an underwriting opportunity:

- ☐ **Gallery Underwriter** — $1,500
- ☐ **New Family Welcome** — $1,000
- ☐ **Bar Sponsor** — $1,000 or in kind

Name as it should appear _____

Name / Business _____

Contact Person _____

Address _____

City _____ **State** _____ **Zip** _____

Email _____ **Phone** _____

Logo and Ad Files

- Logos: vector file (.ai, .eps, .svg or PDF) or high-resolution PNG
- Ads: high-resolution JPEG, PNG or PDF, 300 DPI
- Ad sizes (W × H): quarter 2.5″ × 3.75″, half 5″ × 3.75″, full 5″ × 7.5″

How to Pay

Online: scan the code or visit the link to pay by card, bank payment, Apple Pay or Google Pay.
zeffy.com/en-US/ticketing/rooted-in-wonder-sponsorships-and-program-ads

By check: payable to the Waldorf School of Baltimore, mailed to 4801 Yellowwood Ave., Baltimore, MD 21209.

SPONSORSHIP AND LOGO DEADLINE: JANUARY 15, 2027

Please email your completed form to **mcasey@twsb.org**

PARTNERSHIP CONTACT
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advancement@twsb.org · 410-367-6808

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Program Ad Form

Place an ad in the Rooted in Wonder program, shared with every guest at the Benefit.

Please choose an ad size:

- ☐ **$75** Quarter Page
- ☐ **$150** Half Page
- ☐ **$300** Full Page

Name / Business _____

Contact Person _____

Address _____

City _____ **State** _____ **Zip** _____

Email _____ **Phone** _____

Logo and Ad Files

- Logos: vector file (.ai, .eps, .svg or PDF) or high-resolution PNG
- Ads: high-resolution JPEG, PNG or PDF, 300 DPI
- Ad sizes (W × H): quarter 2.5″ × 3.75″, half 5″ × 3.75″, full 5″ × 7.5″
- Send files to advancement@twsb.org

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Online: scan the code or visit the link to pay by card, bank payment, Apple Pay or Google Pay.
zeffy.com/en-US/ticketing/rooted-in-wonder-sponsorships-and-program-ads

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A Call to Artists

We are inviting artists of every kind to donate an original piece to the **Gallery Silent Auction** at Rooted in Wonder, the Annual WSB Benefit. Alumni, parents, grandparents, teachers, friends and Baltimore makers are all welcome.

On Display at the Benefit

Your work will hang in a gallery-style exhibit at the Concept House on **Saturday, February 6, 2027, from 6:00 to 10:00 PM**, shown with your name for every guest to see. The gallery is the heart of the evening, and **all proceeds benefit the Waldorf School of Baltimore**.

Why Your Art Matters

At WSB, art is part of every school day. Children paint, draw, knit, sing and work with wood as a way of learning, not as an extra. A donated piece carries that same spirit into the room, and it is one of the most meaningful things a guest can take home. Your gift helps keep a Waldorf education within reach for Baltimore families: about one in three WSB students receives need-based tuition assistance.

Art We Welcome

- Paintings, drawings and prints
- Photography
- Ceramics and pottery
- Fiber arts, weaving and quilts
- Woodwork, jewelry, glass and sculpture

How It Works

- Fill out the form on the next page
- Deliver your piece by January 15, 2027
- We display it at the Benefit on February 6
- You are thanked in the program and newsletter

WSB alumni artists: we would love to hear how your Waldorf education has stayed with you. There is space on the form to share a few words.

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Gallery Art Donation Form

Artist Name _____ **Title of Work** _____

Medium _____ **Dimensions** _____

Estimated Value _____ **Suggested Opening Bid** _____

Ready to display? ☐ Framed / ready to hang ☐ Needs an easel or stand ☐ Tabletop piece

Short Artist Bio _____

_____

☐ **I am a WSB alum.** **Class Year** _____

If you are a WSB alum, would you share a sentence or two about how your Waldorf education influenced you later in life? With your permission, we may display it beside your work.

_____

_____

☐ WSB may share my quote at the Benefit and in school communications.

Donor Information

Name _____

Contact Person _____

Address _____

City _____ **State** _____ **Zip** _____

Email _____ **Phone** _____

Drop off or mail artwork to: Waldorf School of Baltimore · Attn: Scotti Morrow · 4801 Yellowwood Avenue · Baltimore, MD 21209

DONATION DEADLINE: JANUARY 15, 2027

Please email your completed form to **mcasey@twsb.org**

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Raffle Prize Donation Form

Please choose a prize type:

☐ **Gift Card** ☐ **Experience** ☐ **Product** ☐ **Service**

Description of Prize _____

_____

Estimated Fair Market Value _____ **Expiration Date (if any)** _____

Restrictions _____

☐ Please create a gift certificate for my experience. WSB is happy to make one on your behalf.

Donor Information

Name / Business _____

Contact Person _____

Address _____

City _____ **State** _____ **Zip** _____

Email _____ **Phone** _____

Drop off or mail prizes to: Waldorf School of Baltimore · Attn: Scotti Morrow · 4801 Yellowwood Avenue · Baltimore, MD 21209

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