



Dear Rummel Creek Supporters,

Rummel Creek Elementary is holding its biennial PTA fundraising auction on **April 18, 2021**. This year's theme will be the *RCE Polo Classic* held at the Houston Polo Club. As you may know, RCE is right in the heart of your business area and our families make up most of your target market.

We are writing to request your continued support for our single largest fundraiser in the form of underwriting and/or direct donations. The **Robin Hood Act** in the State of Texas has continually reduced funding for Spring Branch ISD and in turn, Rummel Creek Elementary. This act "recaptures" taxpayer dollars which go into the state's general fund allowing the state to spend elsewhere what should be education dollars for the school. Recapture payments from SBISD's taxpayers will total about \$37 million this year, or twice the amount of total funding that the district receives from the State of Texas. The Rummel Creek auction raises 70% of the entire PTA budget making it the most impactful fundraising event to the school. Additionally, Rummel Creek's PTA funds have been drastically impacted with the onset of COVID19 and prior cancellation of our fall fundraiser leaving this auction as our main source of fundraising.

These donations for our students will allow them to have access to educational support that is no longer within the school budget, such as technology, paid educational specialists, enrichment activities, hands on science lessons, and much more. Your donations and sponsorship dollars will directly impact our students while we continue to support our hardworking local businesses.

How can you help? Consider an exclusive naming opportunity at the biggest event in our Rummel Creek neighborhoods! Each of these include naming rights at the event, your logo on our electronic bidding website, recognition on all related auction promotional materials, advertisement on our auction website and social media pages and your company name listed in our email blast to all Rummel Creek families and more. You can choose to be a specific item sponsor, or a general sponsor (sponsorship levels included on corresponding page).

[Click HERE to become a sponsor.](#)

If you have any questions, please contact us at rummelcreekauction@gmail.com. Thank you for your support and we look forward to having the opportunity to partner with you to benefit RCE!

Sincerely,

*The 2021 Auction Committee*

*Thank you for your donation. The Rummel Creek Elementary PTA, a 501 (c)(3) organization, has not provided you with any goods or services in exchange for this contribution. Your donation is tax deductible to the extent allowed by law. Please retain a copy of this document for your tax records.*

# Sponsorship Opportunities

## Platinum - \$5,000

- Custom corporate slide on presentation screens prior to and after live auction
- Recognition by auctioneer during live auction
- Marquee recognition at Rummel Creek before and after event
- Logo displayed at auction and after event at Rummel Creek school on banner signage
- Prime listing on electronic bidding software
- Recognition on all auction social media accounts (Instagram, Facebook, and Website)
- Logo displayed on auction program
- Inclusion of one piece of “swag” for VIP swag bags\*
- 30 second pre-recorded sponsorship message during live auction slide presentation
- Two (2) tickets to the event including access to the VIP lounge

## Gold Cup - \$2,500

- Custom corporate slide on presentation screens prior to and after live auction
- Recognition by auctioneer during live auction
- Marquee recognition at Rummel Creek before and after event
- Logo displayed at auction and after event at Rummel Creek school on banner signage
- Prime listing on electronic bidding software
- Recognition on all auction social media accounts (Instagram, Facebook, and Website)
- Logo displayed on auction program
- Inclusion of one piece of “swag” for VIP swag bags\*
- Two (2) tickets to the event

## Silver - \$1,000

- Marquee recognition at Rummel Creek before and after event
- Logo displayed at auction and after event at Rummel Creek school on banner signage
- Prime listing on electronic bidding software
- Recognition on all auction social media accounts (Instagram, Facebook, and Website)
- Logo displayed on auction program
- For an additional \$250 fee; inclusion of one piece of “swag” in VIP swag bags\*

## Bronze - \$500

- Marquee recognition at Rummel Creek before and after event
- Logo displayed at auction and after event at Rummel Creek school on banner signage
- Prime listing on electronic bidding software
- Logo displayed on auction program

# Underwriting Sponsorship Opportunities

## **VIP Lounge Sponsor- \$3,500 (limit 3)**

*The exclusive VIP lounge will be a roped off area with private bar, preferred meet & greet with a polo rider & pony, seating, and a swag bag (estimated \$150 value) for patrons who pay an additional fee above and beyond the ticket price.*

- Naming of the VIP Reception lounge with logo
- Custom corporate slide on presentation screens prior to and after live auction
- Recognition by auctioneer during live auction
- Logo displayed at auction and after event at Rummel Creek school on banner signage
- Recognition on all auction social media accounts (Instagram, Facebook, and Website)
- Prime listing on electronic bidding software
- Logo displayed on auction program

## **Paddle Sponsor - \$2,000**

- Logo on Paddle
- Custom slide on presentation screens prior to and after live auction
- Recognition on all auction social media accounts (Instagram, Facebook and Website)
- Logo displayed on auction program
- Logo displayed on photos from event

## **VIP Swag Bag Sponsor - \$1,500**

- Logo displayed on swag bag (cotton swag bag) distributed in VIP lounge
- Custom slide on presentation screens prior to and after live auction
- Recognition on all auction social media accounts (Instagram, Facebook & website)
- Logo displayed on auction program
- Logo displayed on photos from event

## **VIP Swag Champagne Sponsor - \$2,000**

- Personalized label on mini champagne bottles for the swag bag
- Custom slide on presentation screens prior to and after live auction
- Recognition on all auction social media accounts (Instagram, Facebook & website)
- Logo displayed on auction program
- Logo displayed on photos from event

## **VIP Swag Gift Sponsor - \$500\***

- Swag item inclusion with logo
- Shared slide mention on presentation screen during live auction
- Shared recognition on social media accounts (Instagram & Facebook)

# Underwriting Sponsorship Opportunities

(cont.)

## **Puppy Sponsor - \$2,000**

- Prime listing on electronic bidding software
- Recognition by auctioneer during live auction
- Custom corporate slide on presentation screens prior to and after live auction
- Logo displayed at auction and after event at Rummel Creek school on banner signage
- Recognition on all auction social media accounts (Instagram, Facebook, and Website)
- Logo displayed on auction program

## **Yard Sign Sponsor - \$750**

- Logo included on auction awareness yard sign which will be purchased by RCE Auction supporters
- Five (5) yard signs to be showcased on Rummel Creek property
- Recognition on all auction social media accounts (Instagram, Facebook, and website)
- Logo displayed on auction program

## **Door Hanger Sponsor - \$750**

- Logo included on auction awareness door hanger which will be distributed to RCE neighborhoods
- 200 door hangers hand delivered to area households
- Recognition on all auction social media accounts (Instagram, Facebook, and website)
- Logo displayed on auction program

*\*Based on approval by the auction board.*