

HIGHLAND COMMUNITY SCHOOL

# Bold Past, Bright Future



Celebrating 50 Years of Building a  
Peaceful Montessori Community

## *Sponsorship Opportunities*



all donations go to support:

**Highland** Community School

*A parent-directed, Montessori charter school*

1706 W. Highland Ave., Milwaukee, WI 53233  
(414)342-1412 [www.hcsmke.org](http://www.hcsmke.org)



# Highland Community School

*A parent-directed, Montessori charter school*

## Who We Are

Highland Community School is founded on the principles of social justice, community building, and celebrating diversity. In 1968, a group of parents founded Highland because they wanted to stand up against the existing segregation in Milwaukee. Fifty years later, Highland is a peaceful Montessori community that intentionally brings people together to create the world we imagine.

Three ways we serve our students:

- 1) An Early Childhood Program serving students 14 months to 3 years
- 2) A K3-8 Montessori public charter school
- 3) Before School, After School and Summer Programming

### MISSION



**We are a community of diverse families & educators working together to offer a quality Montessori education in a nurturing environment that enriches, empowers, & inspires children to reach their potential & encourages parents to become responsible for & involved with their children's education.**

### VISION



**Changing the world by nurturing children & their families to be informed, compassionate, life-long learners who are a force for change in education, the community, & society.**

Highland's students are informed, compassionate, life-long learners. Our holistic approach to education prepares students to be cooperative, creative, and feel responsible for the well-being of all life. Through the four pillars of a Highland education: a Montessori pedagogy, integrated arts, community, and care for the environment, our students become the leaders that the world needs.

That's a tall order for an elementary school. However, **Highland is more than a school.**

**We are a community.** We are a community that imagines the possibilities and works together to realize our vision. This community gets behind every single student in the Highland family and cultivates their leadership, their talents and skills, their knowledge of the world and their sense of caring and responsibility for all living things. Each day, over four hundred students, 14 months through 8th grade, are learning the Highland way. **We need YOUR help to ensure the Highland way continues.**



# CORPORATE SPONSORSHIP

**Corporate Sponsorship must be received by March 8th to receive all benefits included with each event. If received after, all benefits will be honored based on the timing of receipt.**

Corporate and event sponsorships provide necessary underwriting support to ensure we keep costs low and allow for the majority of the funds raised to go towards providing Montessori education for the children of Highland Community School.

Below you will find the corporate sponsorship levels for the entire year. Within this packet, there is a variety of support levels. Thank you in advance for supporting the students of Highland.

Please contact Michaela Humpal, Director of Community Resources at [mhumpal@hcsmkc.org](mailto:mhumpal@hcsmkc.org) or 414-342-1412, to discuss the enclosed opportunities and how we can tailor them to align with your business goals.



## **\$10,000 - Legacy Investor**

- Logo highlighted/linked on website home page
- Logo included in each monthly e-newsletter
- Logo included in one "Notes Home" email a month
- Logo included on thank-you cards used for the year
- Special invites and preferences for all events
- Logo listed on all special event signage
- All benefits at the highest sponsorship level for each event
- Two monthly social media mentions

## **\$5,000 - Visionary Investor**

- Logo linked on website home page
- Logo included in each monthly e-newsletter
- Special invites and preferences for all events
- Logo listed on all special event signage
- All benefits at the highest level for each event
- One monthly social media mention

# Corporate & Event Sponsorships



all donations go to support:

**Highland Community School**

*A parent-directed, Montessori charter school*





**Sponsorship  
Commitment of  
Bike Walk Eat must be  
received by: April 5th**



# BIKE WALK EAT

SATURDAY, JUNE 1, 2019 @ 9AM

Each June, Highland invites families from around the city to come together for our annual event, Bike Walk Eat. On the morning of June 1st, 2019 we will come together to build community, enjoy the Hank Aaron State Trail, and promote fitness and healthy lifestyles for our children and families.

This fun event is our largest and most recognized fundraiser. Bike Walk Eat is an easy way for you and your business to get involved in our community. We hope you will join us in celebrating and continuing your impact.

## **Bike Walk Eat includes:**

- A 1.5-mile walking loop
- A 5-mile and a 10-mile biking loop
- A street festival with healthy food from local restaurants, family activities, music, and community resources.

This year, Bike Walk Eat is part of our 50th Anniversary Celebration Weekend, and we expect 300-350 people to attend and thousands more to hear about the event and its sponsors.

## **Sponsorship Levels & Benefits**

### **\$2,500 Title Sponsor**

- Registration for 10
- Premium placement & linked logo placement on all promotional materials, social media, & annual report
- Logo on front of the t-shirt
- Trail cards with logo on all three routes

### **\$1,000 - Biking Sponsor**

- Registration for 5
- Placement & linked logo similar to above
- Logo on back of the t-shirt
- Trail cards with logo on biking routes

### **\$500 - Walking Sponsor**

- Registration for 3
- Logo placement similar to above
- Logo on back of the t-shirt
- Trail cards with logo on walking route

Turn over for more opportunities



Underwriting  
Commitment of  
Bike Walk Eat must be  
received by: April 5th



# BIKE WALK EAT UNDERWRITING

SATURDAY, JUNE 1, 2019 @ 9AM

## Underwriting Opportunities & Benefits

### **\$800 T-shirt Underwriter**

Make sure every dollar from each registration goes to support Highland's educational programming by underwriting the cost of printing the participation t-shirts.

- Registration for 4
- Placement & linked logo placement on all promotional materials, social media, & annual report
- Logo on the top back of the t-shirt
- Special Signage at Registration and shout out in attendee packet

### **\$400 - Bike Raffle Underwriter**

One of the ways we raise funds at Bike Walk Eat is through a raffle. Each year the biggest draw is a Bike Package that includes a bike and helmet. Make sure that one lucky winner coasts into summer by underwriting the cost of this package.

- Registration for 3
- Placement & linked logo placement on all promotional materials, social media, & annual report
- Logo on the back of the t-shirt
- Special signage by Bike and a shout out in attendee packet

### **\$200- Volunteer Refreshments Underwriter**

Show our volunteers love by making sure they are taken care of during the event.

- Registration for 2 guests.
- Name/logo on signage in the volunteer refreshment area and a social media shout out.

### **\$150- Water & Turn-Around Stations Underwriter**

A big part of the fun is at the water stations when we ask our participants to do a silly activity in the middle of the route.

- Registration for 2 guests.
- Name/logo on signage at each turn around area and a social media shout out.

# Bold Past, Bright Future



**Sponsorship commitment must be received by: March 11th for your logo to be included on the invitation. If received after, all benefits will be honored based on the timing of receipt.**



# 50TH ANNIVERSARY GALA

SATURDAY, JUNE 1, 2019 @ 6PM

Who doesn't like to celebrate an important anniversary? On the evening of June 1st, alumni, former parents, current parents, grandparents, and community partners will be coming together to celebrate Highland's 50th Anniversary in style!

Come and learn about Highland's history and our current programming while letting the good times roll. Whether attending with friends or co-workers, this will be a festive opportunity to generate positive exposure for your business. There truly is something for everyone.

## **Gala Includes:**

- Signature Drinks and Delicious Food
- Live entertainment
- Awards honoring of those who have helped built the Highland Way
- Brief Program on Highland's history and hope for the future

As the culmination of our 50th Anniversary Celebration Weekend, we expect 200-250 people to attend and thousands more to hear about the event and its sponsors.

## **Sponsorship Levels & Benefits**

### **\$2,500 - Presenting Gold Sponsor**

- One full-page ad in the program
- Opportunity to help present The Highland Way award
- Premium placement & linked logo on all promotional materials, social media, & annual report
- Registration for 8 guests

### **\$1,000 - Silver Sponsor**

- One 1/2-page ad in the program
- Placement & linked logo on all promotional materials, social media, & annual report
- Registration for 6 guests

### **\$500 - Bronze Sponsor**

- One 1/4-page ad in the program
- Placement & linked logo on most promotional materials, social media, & annual report
- Registration for 4 guests

Turn over for more opportunities



# Bold Past, Bright Future



Celebrating 50 Years of Building a  
Peaceful Montessori Community

**Underwriting commitment of  
the 50th Anniversary Gala  
must be received by: April 5th**



# 50TH ANNIVERSARY GALA UNDERWRITING

SATURDAY, JUNE 1, 2019 @ 6PM

## Underwriting Options & Benefits

### **\$1,000 - Music Underwriter**

We plan on dancing the night away! Make sure that happens by sponsoring our musicians or DJ.

- Name/logo on signage by stage at the event, on sponsorship signage, and a social media shout out.
- One 1/2-page ad in the program
- Registration for 6 guests

### **\$650 - Wine/Liquor Pull Underwriter**

One of the ways we'll be raising funds for the school is by offering a wine/liquor pull. Guests can purchase the opportunity to pull a cork and win a bottle of wine or liquor from an assortment of different types and quality.

- Name/logo on each bottle of wine, at signage near the event and a social media shout out.
- One 1/4-page ad in the program
- Registration for 4 guests

### **\$350- Favors Underwriter**

Every good party has a memento for guests to remember their experience.

- Name/logo included with each favor, on signage at event, and a social media shout out.
- Registration for 2 guests

### **\$350- Decorations/Centerpieces Underwriter**

Our classrooms will be putting together decorations and centerpieces for the gala. They will need materials

- Name/logo included with each centerpiece and signage at the event, and a social media shout out.
- Registration for 2 guests

### **\$200 - Volunteer Refreshments Underwriter**

Show our volunteers love by making sure they are taken care of during the event.

- Name/logo on signage in the volunteer refreshment area and a social media shout out.
- Registration for 2 guests.



# Bold Past, Bright Future *Sponsorship Response*



YES! We are proud to support Highland Community School in providing children with a student-centered, parent-run, quality Montessori education in a nurturing environment that empowers parents to become responsible for and involved with their children's education and to be a force for positive change in the community.

## **YEAR-ROUND CORPORATE SPONSORSHIPS**

- ☐ Legacy Investor - \$10,000
- ☐ Visionary Investor - \$5,000

## **BIKE WALK EAT SPONSORSHIPS & UNDERWRITING**

### **Saturday, June 1 2019 - Morning**

- ☐ Title Sponsor - \$2,500
- ☐ Biking Sponsor - \$1,000
- ☐ Walking Sponsor - \$500
- ☐ Underwriter \_\_\_\_\_

## **50TH ANNIVERSARY GALA SPONSORSHIPS & UNDERWRITING**

### **Saturday, June 1, 2019 - Evening**

- ☐ Presenting Gold Sponsor - \$2,500
- ☐ Silver Sponsor - \$1,000
- ☐ Bronze Sponsor - \$500
- ☐ Underwriter \_\_\_\_\_

If none of these options fit your business goals, we'd love to talk to you about other underwriting options and ways to support Highland Community School.  
Contact Michaela Humpal at (414)342-1412 or by email: [mhumpal@hcsmk.org](mailto:mhumpal@hcsmk.org)

# *THANK YOU!*

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Payment: ☐ My check is enclosed. ☐ Please charge my card: \$ \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

Please return this form with your check or credit card authorization to:  
Highland Community School, 1706 Highland Ave., Milwaukee, WI 53233