

February 2021

Thank you for your interest in sponsoring the Montessori School of Westminster spring activities! This year we have two opportunities to partner with the business community. You may be interested in choosing to support one or both, depending on your budget and business interests.

MSW's inaugural Hike-a-Thon! This April we are encouraging our MSW families and our broader community to get outdoors and enjoy nature in a fun, safe, and socially-distanced manner. The students will have a chance to show some class and school spirit with competitions between classrooms and raise some money for our school at the same time. Parents, grandparents, and alumni will have the opportunity to sponsor our students or register separately to do their own hikes. The MSW Development staff is partnering with some of the school's Girl Scouts to develop trail activities for kids and families that will be shared with other Westminster area Girl Scout troops, broadening the exposure of our sponsors!

MSW's annual Dream Big raffle! After reviewing feedback from previous years, in 2021 we are restructuring our annual raffle from a flat fixed prize amount to a 50/50 raffle with a lower ticket price that is more accessible. We also are condensing our sales season to one month to create a sense of urgency among potential ticket purchasers.

Interested in sponsoring both activities? Commit by March 15 and save \$100 off the total combined sponsorship packages!

Nurturing Creative Thinkers

Montessori kids are creative and critical thinkers who make a difference in their community! Your support helps provide our well-rounded curriculum offerings and financial aid to families who need tuition assistance. We rely on our community for support and we hope you will choose to sponsor these important fundraising events for our students. We'll let our community know about your support!

For questions or more information, please contact:

Trish St. Michel

Director of Development

tstmichel@thems.org

202.276.2874 mobile (preferred)

410.848.6283 office

Hike-a-Thon 2021

Sponsorship Opportunities



The MSW Hike-a-Thon will take place April 1-21, 2021. The event is designed to raise school spirit and build community as well as raise money for the school. Current students will collect pledge money from sponsors based on the number of miles they hike during the three-week event. There will be the opportunity for students to win prizes as they meet mileage and fundraising milestones. Not requiring an entrance fee for students and incorporated activities during Environmental Education classes ensure that each student will be able to participate. Adjunct school community members (parents, grandparents, alumni, etc.) also will have the opportunity to pay a flat registration fee similar to a 5K fundraiser and get an event t-shirt.

Sponsorship commitments and .eps logos (as appropriate) must be received by Monday, March 15, 2021, to ensure inclusion on printed materials. Efforts will be made to include late logos, but cannot be guaranteed.

	Black Diamond \$1,000	Blue Square \$500	Green Circle \$250
Logo on t-shirts	x		
Company name on t-shirts		x	
Logo on banner	x		
Lead social media	x		
Logo on event website	x	x	
Company name on event website			x
Logo on marketing	x	x	
Company name on marketing			x
Mention in promotional videos and press release	x	x	
Sponsor certificate for your office		x	x
Sponsor plaque for your office	x		

Limited add-on Hike-a-Thon sponsorship opportunities

Contact [Trish St. Michel](#) to discuss opportunities.

Sponsor "Top 3" prizes for students – Most miles, most money raised, most sponsors
Name on materials distributed to families, website, social media announcements.

Passport sponsor – Business logo on booklet provided to each student to record scavenger hunt finds, journal observations, rubbings, etc. on the trail.

Contact Trish St. Michel, Director of Development ❖ tstmichel@themsu.org or 202-276-2874

The Montessori School of Westminster is a 501c3 not-for-profit organization. Cash and in-kind donations are deductible under applicable IRS rules.

Dream Big Raffle

Sponsorship Opportunities



Ticket sales will be available to MSW families and the broader community through our families, the school office, and on the MSW website. Tickets will be available May 3-June 1, 2021. Drawings will take place Thursday, June 3, 2021, during the MSW Closing Ceremony.

	\$750+ Level	\$500 Level	\$250 Level
Logo on Raffle promotional flyer	X	X	X
Logo on Raffle webpage	X	X	X
Company promotion in messages sent via MSW Updates and social media	X	X	
Logo on promotional banner	X	X	
2-minute presentation & business promotional flyer distributed at August 2021 All School Night	X		
Logo on raffle ticket	X		

Marketing opportunities

In addition to the Grand Prize 50/50 drawing, there are limited opportunities for your company to sponsor additional prizes for 1st, 2nd, etc “runner up” drawings. Raffle entrants must be 18 or older, so prizes are not limited to child/family-specific activities and interests. Contact [Trish St. Michel](mailto:tstmichel@thems.org) for more information.

You don't have to choose! Sponsor both activities and receive a \$100 discount!

Is your business interested in sponsoring both the Hike-a-Thon and the Dream Big Raffle? Organizations that commit to sponsoring both activities by March 15 can take \$100 off the total chosen sponsorship amounts, but will receive all appropriate level recognition for both activities.

A business that chooses Black Diamond level sponsorship (\$1000) for the Hike-a-Thon and \$500 Level for the Dream Big Raffle will receive all appropriate benefits for a combined \$1400.

Contact Trish St. Michel, Director of Development ❖ tstmichel@thems.org or 202-276-2874

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Sponsorship Registration



Sponsoring organizations can [register and pay online](#) or print and submit this form and payment in person or via US Mail to the Montessori School of Westminster, 1055 Montessori Drive, Westminster, Maryland 21158. Make checks payable to MSW.

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Contact Email: _____ Phone Number: _____

Website address: _____

Hike-a-Thon		
	Black Diamond (\$1000)	
	Blue Square (\$500)	
	Green Circle (\$250)	
Dream Big Raffle		
	\$750+ Level	
	\$500 Level	
	\$250 Level	
Total		
Multi-sponsorship discount (-\$100) received on or before March 15		
Total Due		

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