

SANDY SPRING FRIENDS SCHOOL

2022 SSFS Parents Association Auction • April 30, 2022



Sponsorship Opportunities

Sponsorship Form: Please complete and return by April 9, 2022

Name:

Company Name (if applicable):

Company Website (if applicable):

Street Address:

City, State, ZIP:

Email:

Phone:

Sponsorship Level: Please select your sponsorship level

- Brilliance (\$2,500)**
Four event tickets, full-page (color) ad in auction catalog, logo and link on auction webpage, slideshow and program acknowledgement.
- Radiance (\$1,000)**
Two event tickets, full-page (color) ad in auction catalog, logo and link on auction webpage, slideshow and program acknowledgement.
- Illumination (\$500)**
One ticket, half-page (color) ad in auction catalog, logo and link on auction webpage, slideshow and program acknowledgement.
- Sparkle (\$250)**
Logo and link on auction webpage, slideshow and program acknowledgement.
- Glimmer (\$100)**
Directly supports financial aid and a ticket for a faculty or staff member; program acknowledgement

Please make checks payable to the
Sandy Spring Friends School Parents Association

The School's mailing address is:
16923 Norwood Road
Sandy Spring, MD 20860

**Sponsorship forms and payments can also
be completed online at
www.ssfs.org/events/auction/sponsor**

All donations are tax-deductible as permitted by law. Sandy Spring Friends School is a 501(c)3 non-profit organization. The School's tax identification number is 52-0734979.

Questions? Please contact Lauren Mossman,
Director of Advancement, at 301-774-7455 x107 or
lauren.mossman@ssfs.org.

Thank you for your support!

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Advertising Information

Auction Advertising Information Form

To support the SSFS Auction, you may choose to sponsor the event by purchasing ad space in the 2022 *Amplifying the Light* program catalog.

Attached you will find ad sponsorship creative content guidelines. If text and logo are provided we will be happy to put together an ad for you. Otherwise, please provide images as High Res PDF files. Electronic files can be emailed to: lauren.mossman@ssfs.org

Full Page

Full page with no bleed = 8"H x 5"W \$450

Half Page

Half page with no bleed = 4"H x 5"W \$250

All payment, sponsorship forms, ads and logos must be submitted to Lauren Mossman by April 9, 2022.

The School's mailing address is: 16923 Norwood Road, Sandy Spring MD 20860.
Please make checks payable to the Sandy Spring Friends School Parents Association.

If you would like to pay by credit card, please click go to www.ssfs.org/events/auction/sponsor or contact Lauren Mossman, Director of Advancement, at lauren.mossman@ssfs.org

QUESTIONS?

Please contact Lauren Mossman, Director of Advancement, at 301-774-7455, ext. 107 or lauren.mossman@ssfs.org

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Creative Guidelines

SSFS Ad Sponsorship Creative Content Guidelines

All SSFS Digital Creative May Include:

- Non-promotional, value-neutral descriptions of the organization and its products or services.
- Names of operating divisions and subsidiaries.
- Organization mission language that identifies and does not promote or state an opinion.
- Established slogans (verbatim) that identify and do not promote.
- Length of time in business.
- Non-promotional location information (i.e., phone number, website address). The phone number or web address must be subordinate to the underwriter's name or logo. Banners may include tracking language, such as "promo code SSFS," "offer code SSFS" and "coupon code SSFS."
- To help identify an underwriter, specific products or brand names may be mentioned in audio and depicted in banners. Product images or depictions should not focus on comparative qualities or benefits. The use of people in such product demonstrations or product image is limited.
- Calls to action of a non-transactional nature. The call to action should not be the primary focus of the creative, not be visually intrusive and not imply deadlines or discounts.

Unless Specifically Expected, Digital Creative May NOT Include:

- Promotional or qualitative language (favorable qualities, benefits and claims).
- Comparative language (i.e., "leader," "largest," "the only," "exclusively," "ranked No. 1").
- Price and value information.
- Health claims.
- Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards (i.e., Academy Awards, Grammys, Sundance Film Festival, etc.).
- Favorable reviews (i.e., product review quotes), endorsements, testimonials. Exceptions may be granted for tasteful review quotes for movie or music creative.
- Inducement language (i.e., rewards programs, warranties, portion of purchase donated to charity, vehicle donation programs, holiday mentions related to sales of products, sweepstakes or contests).
- Language that expresses a view about a matter of public importance or interest or which supports or opposes a political candidate.
- Language that appears to be self-congratulatory.
- 900 or other numbers where the caller is charged for services in addition to normal toll charges, if any.