

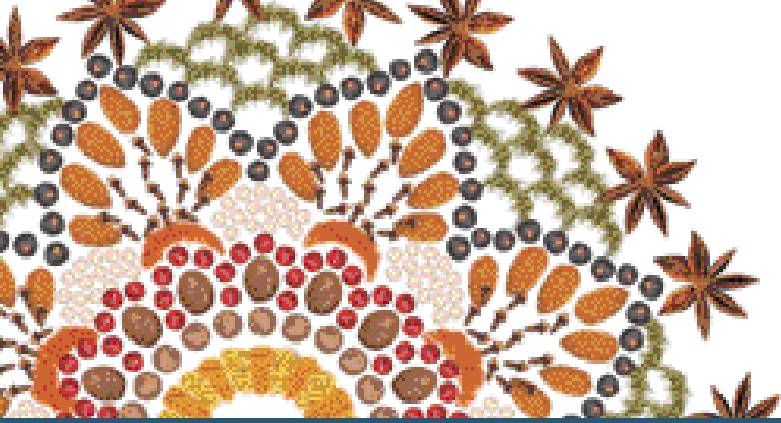
*Sandy Spring Friends School Parent Association*

# CELEBRATING SPICES

Auction to Benefit Our Scholars



SANDY SPRING FRIENDS SCHOOL



*Sandy Spring Friends School Parent Association*

# CELEBRATING SPICES

Auction to Benefit Our Scholars

**May 12, 2018 ~ The Great Room at Historic Savage Mill**

SIMPLICITY | PEACE | INTEGRITY | COMMUNITY | EQUALITY | STEWARDSHIP OF THE EARTH

## Sponsorship Opportunities

### **SAFFRON... \$10,000 +**

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Ten event tickets • Two full page ads, full color advertisement in auction catalogue  
Gift bag sponsorship • Podium, slideshow, and program acknowledgement  
Presenting event sponsor and inclusion of logo on all event materials and bid paddle  
Event banner • Full page advertisement in *Community News* magazine.

### **VANILLA... \$5,000 +**

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Eight event tickets • Full page, full color advertisement in auction catalogue  
Podium, slideshow, and program acknowledgement • Logo on bid paddle  
Full page advertisement in *Community News* magazine.

### **CLOVE... \$2,500 - \$4,999**

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Eight event tickets • Full page (b/w) or half page (color) advertisement in auction catalogue  
Podium, slideshow, and program acknowledgement • Logo on bid paddle  
Half page advertisement in *Community News* magazine.

### **CINNAMON... \$1,000 - \$2,499**

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Six event tickets • Half page (color) advertisement in auction catalogue  
Slideshow and program acknowledgement  
Quarter page advertisement in *Community News* magazine.

### **CARDAMOM... \$500 - \$999**

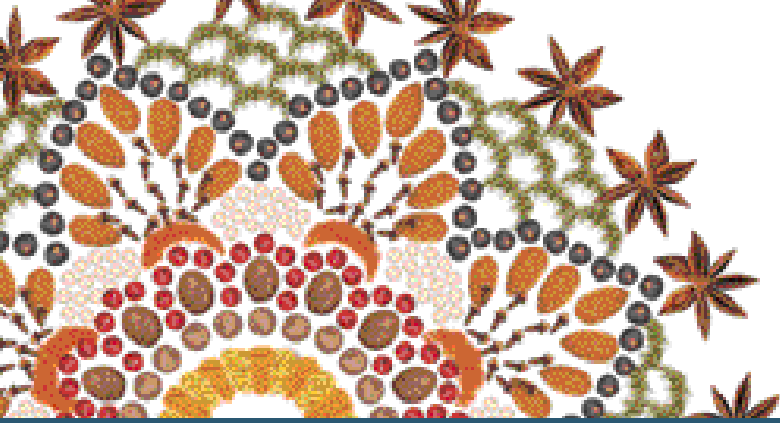
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Four event tickets • half page (b/w) advertisement in auction catalogue  
Slideshow and program acknowledgement  
Quarter page advertisement in *Community News* magazine.

### **TURMERIC... \$90**

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Supports financial aid and a ticket for a faculty or staff member • Program acknowledgement  
Acknowledgement in Spring 2018 *Community News* magazine.



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## Sponsorship Information Form

**Payment, sponsorship information, and forms must be received by April 2, 2018.**

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.**

**Payments can also be made by credit card [online by clicking HERE](#) or by contacting Lauren Mossman, Director of Advancement, at [lauren.mossman@ssfs.org](mailto:lauren.mossman@ssfs.org).**

*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.*

### CATALOGUE ADS

(If text and logo are provided we will be happy to put together an ad for you.)



#### Full Page

Full page with no bleed = 8 x 5 inches



#### Half page

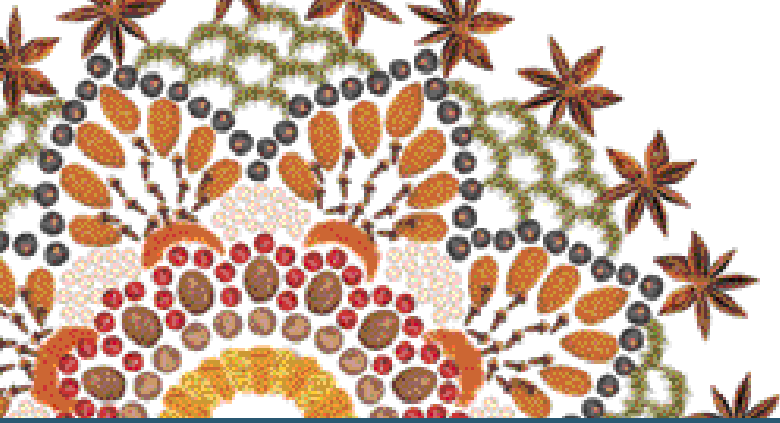
Half page with no bleed = 4 x 5 inches

Please provide images as High Res PDF files. Electronic files can be emailed to [lauren.mossman@ssfs.org](mailto:lauren.mossman@ssfs.org).

All ads and logos must be submitted to Lauren Mossman by April 2, 2018.

### QUESTIONS?

Please contact Lauren Mossman, Director of Advancement, at 301-774-7455, ext. 107 or [PA.AuctionClerk@ssfs.org](mailto:PA.AuctionClerk@ssfs.org).



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## Auction Ad Sponsorship Information Form

To support the SSFS Auction, you may choose to sponsor the auction through purchasing ad space in the Celebrating SPICES Program Catalogue.

### **Full Page**

Full page with no bleed = 8 x 5 inches \$450

### **Half Page**

Half page with no bleed = 4 x 5 inches \$250

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](mailto:lauren.mossman@ssfs.org)

All payment, sponsorship forms, ads and logos must be submitted to **Lauren Mossman** by **April 2, 2018**.

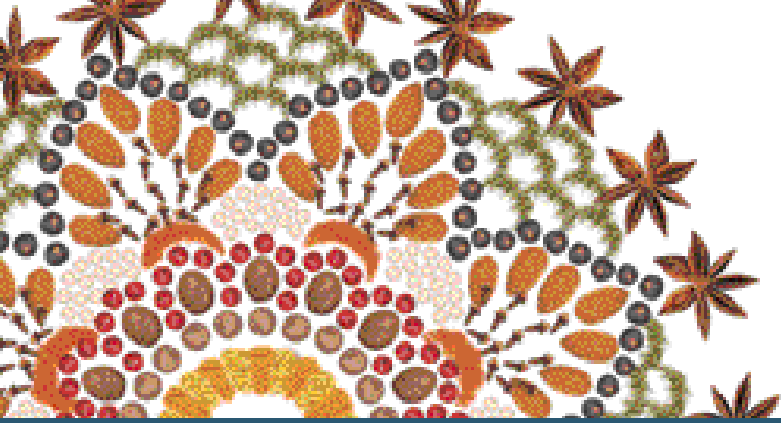
The School's mailing address is: 16923 Norwood Road, Sandy Spring MD 20860. Please make checks payable to the Sandy Spring Friends School Parents Association.

If you would like to contribute by credit card, please click [HERE](#) or contact Lauren Mossman, Director of Advancement, at [lauren.mossman@ssfs.org](mailto:lauren.mossman@ssfs.org)

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?

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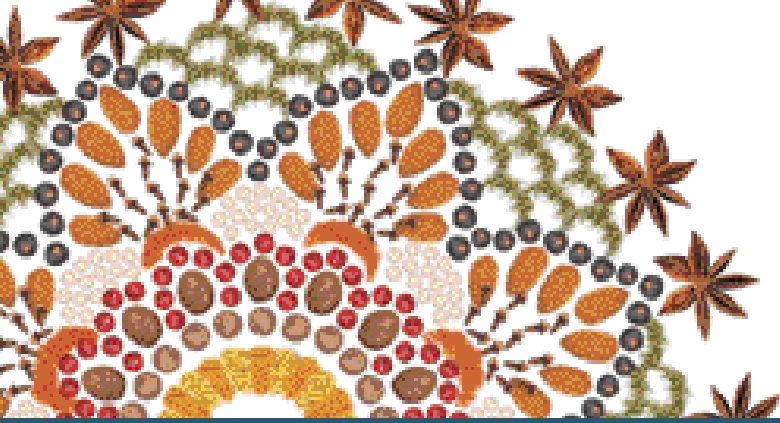
## SSFS Ad Sponsorship Creative Content Guidelines

### 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.



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## Sponsorship Information Form

Contact Name:

Contact Title:

Company / Organization Name (will appear on event materials):

Address:

City, State, ZIP:

Telephone:

Email Address:

Name of Authorized Representative:

Signature of Authorized Representative:

Sponsorship Level (please check one):

SAFFRON    VANILLA    CLOVE    CINNAMON    CARDAMOM    TURMERIC

Other Amount. We are unable to offer a sponsorship but would like to make a contribution of \$ \_\_\_\_\_ to support financial aid at SSFS. Enclosed is a check made payable to SSFS.

Yes, we will be attending the Celebrating SPICES Auction. We will bring \_\_\_\_\_ guests.