



## San Jose Episcopal Day School's Business Partners Program

*Support your school, promote your business*

Dear Parents and Friends of San Jose Episcopal Day School,

I am excited to announce the continuation of our Business Partners Program with enhancements that we implemented last year. The generosity and support of our 2021-2022 Business Partners helped fund necessary expenses such as facility improvements, strengthening programs, technology integration, and campus safety. This program also assisted with salaries, benefits, and professional development for our highly-qualified faculty.

**If you have a family business or work for a business that would be interested in supporting SJEDS,** please contact me or complete and submit the attached form. As your grateful partner, we will promote your business consistently throughout the year and encourage our community to patronize your business. A comprehensive list of opportunities and benefits is included on the back of this letter. **Please keep in mind that participation in the Business Partners Program by your family business counts as your family's annual fund contribution.**

As with most private schools, tuition only covers a portion of the cost of providing an exceptional education. SJEDS relies on money above and beyond tuition dollars to fund our programs and offerings while keeping tuition affordable for more students. This annual program provides a tax-deductible opportunity for your business to support San Jose Episcopal Day School and, at the same time, promote your business to an elite group of consumers that share a common interest—the education of our children.

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*We encourage you to  
patronize the generous  
partners that support  
our school.*

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I hope your business and/or your employer will consider taking advantage of this mutually beneficial relationship. As always, I encourage your feedback and am happy to discuss any specifics of this program with you, including flexible payment options. Thank you for your consideration. The last day to send in your commitment form is Friday, August 26.

Warmly,

**Brian Pargman**

*Director of Marketing and Development*

San Jose Episcopal Day School

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# BUSINESS PARTNERS PROGRAM

## Giving Level Benefits

August 2022 through June 2023

| Features                                                                     | \$7,500<br>PLATINUM          | \$5,000<br>GOLD | \$2,500<br>SILVER | \$1,000<br>BRONZE |
|------------------------------------------------------------------------------|------------------------------|-----------------|-------------------|-------------------|
| <b>PRINT</b>                                                                 |                              |                 |                   |                   |
| Logo on schoolwide t-shirts                                                  | ✓                            | ✓               | ✓                 |                   |
| Yearbook ad                                                                  | Full Page                    | Half Page       | Half Page         |                   |
| Recognition in annual report <sup>1</sup>                                    | ✓                            | ✓               | ✓                 | ✓                 |
| Recognition in yearbook                                                      | ✓                            | ✓               | ✓                 | ✓                 |
| Friday folder spotlight                                                      | ✓                            |                 |                   |                   |
| Recognition in new school year welcome packets                               | ✓                            | ✓               | ✓                 | ✓                 |
| <b>DIGITAL</b>                                                               |                              |                 |                   |                   |
| Logo & link in weekly e-parent connection <sup>2</sup>                       | ✓                            | ✓               | ✓                 | ✓                 |
| Company spotlight in weekly e-parent connection <sup>2</sup>                 | ✓                            |                 |                   |                   |
| Logo & link on <a href="http://www.sjeds.org">www.sjeds.org</a> <sup>3</sup> | ✓                            | ✓               | ✓                 | ✓                 |
| Recognition on SJEDS social media pages <sup>4</sup>                         | ✓                            | ✓               |                   |                   |
| <b>GALA</b>                                                                  |                              |                 |                   |                   |
| Logo on event invitation <sup>5</sup>                                        | ✓                            | ✓               |                   |                   |
| Logo on event signage                                                        | ✓                            | ✓               |                   |                   |
| Event tickets                                                                | 6 Tickets & Reserved Seating | 4 Tickets       | 2 Tickets         | 2 Tickets         |
| Logo on live auction paddle                                                  | ✓                            |                 |                   |                   |
| Recognition on Gala website                                                  | ✓                            | ✓               | ✓                 | ✓                 |
| <b>SIGNAGE</b>                                                               |                              |                 |                   |                   |
| Logo on large banner on San Jose Blvd. <sup>6</sup>                          | 3 Months                     | 3 Months        |                   |                   |
| School Marquee recognition on San Jose Blvd. <sup>6</sup>                    | 3 Weeks                      | 1 Week          |                   |                   |
| Logo on gym signage <sup>7</sup>                                             | ✓                            | ✓               |                   |                   |
| Logo on corridor signage by school office                                    | ✓                            | ✓               | ✓                 | ✓                 |
| <b>ANNUAL FUND</b>                                                           |                              |                 |                   |                   |
| Invitation to Major Donor Reception                                          | ✓                            | ✓               | ✓                 | ✓                 |
| Participation counts as annual fund contribution                             | ✓                            | ✓               | ✓                 | ✓                 |
| <b>SPECIAL EVENTS</b>                                                        |                              |                 |                   |                   |
| Logo on Drama performance program                                            | ✓                            | ✓               | ✓                 | ✓                 |
| Logo on Christmas performance program                                        | ✓                            | ✓               | ✓                 | ✓                 |

**We will promote your business consistently throughout the year as a supporter of the school and encourage our community to patronize your business.**

<sup>1</sup> Over 900 annual reports printed and mailed; also distributed to prospective families.

<sup>2</sup> The weekly e-newsletter (e-PC) has a readership of over 300.

<sup>3</sup> Website ([www.sjeds.org](http://www.sjeds.org)) receives an average of nearly 3,000 visits per month.

<sup>4</sup> SJEDS Facebook page ([facebook.com/sanjoseepiscopaldayschool](https://facebook.com/sanjoseepiscopaldayschool)) has 850+ engaged followers. SJEDS Instagram page ([instagram.com/sanjoseepiscopaldayschool](https://instagram.com/sanjoseepiscopaldayschool)) has 440+ engaged followers.

<sup>5</sup> Gala is the school's signature fundraising event.

<sup>6</sup> 30,000+ cars drive past our location on San Jose Blvd. per day. Banner will be hung for a three-month period during the school year.

<sup>7</sup> The gym holds an audience for sporting events, special assemblies, drama, musical performances and other special events.

<sup>8</sup> Annual donor reception recognizes donors at the \$1,000+ giving level and is by invitation only.

Disclaimer: In the instance of an unforeseen event, SJEDS will offer a Business Partner benefit of equal value.