

# FOM

## FRIENDS *of* MARQUEZ

### Guidelines for Advertising & Fundraising

Individuals, groups or businesses interested in marketing to the Marquez Community are welcome to participate in existing advertising opportunities as outlined below. These parties are also welcome to propose other programs that would include meaningful benefit to the school. These proposals should be forwarded to Friends of Marquez (FOM) Co-Presidents, who will approve any such appropriate proposal, in conjunction with their Vice President(s) of Fundraising and the Marquez Principal.

#### **Community Sponsorship**

##### Opportunity:

- Consistent exposure to the Marquez community throughout the year
- Company name and logo featured on banner prominently displayed near school entrance
- Company name and logo to rotate with other community sponsors on school website home page
- Company logo and description on website Community Sponsor page with link to sponsor's website
- Full page color ad in the school directory
- Provide flyers to distribute to parents via event gift bags at School Auction (may not be available every year)

##### Criteria:

- \$5,000 annual contribution
- Business's participation subject to approval by FOM

#### **Marquez Directory**

##### Opportunity:

- Best opportunity to reach Marquez families all year long!
- Advertise in Marquez's annual directory, which is distributed to all families by second month of academic school year
- Opportunity to promote business with unique and special offer to Marquez parents

##### Criteria:

- See ad rates; <http://marquezcharter.org/parent-resources/school-directory/>
- See FOM Communication Policy for information regarding the use of this directory
- Business's participation subject to approval by Directory Committee and FOM

#### **Halloween Festival**

##### Opportunity

- Business's may underwrite aspects of the event with donations and donations in kind
- Recognition in event promotional material

##### Criteria

- Business's participation subject to approval by Halloween Committee and FOM

#### **SCRIP Cards**

##### Opportunity:

- Provide SCRIP (gift) cards at a discount to face value to FOM; FOM will resell SCRIP cards at face value; profit will be a contribution to FOM

- Business listed among available SCRIP Cards on flyer distributed to all parents and in other marketing communications for the Marquez SCRIP program
- Website listing

Criteria:

- Provide gift cards for goods and services at a discount to face value
- Amount of discount to face value subject to approval by FOM
- Business's participation subject to approval by Scrip Committee and FOM

**Auction Donations**

Opportunity:

- Donate goods and/or services for the silent or live auction; see auction rules for benefits based on value of donation
- For donations exceeding \$500 in value, donor may include a single page flyer/brochure in event gift bag (may not be available every year)
- Business acknowledged for contributions to school via email to parents

Criteria:

- Donation subject to approval by Auction Committee and FOM
- Flyer subject to approval by Auction Committee, FOM and the Marquez Principal

**Direct Auction Sponsorships**

Opportunity

- Business's may underwrite aspects of the event with donations and/or donations in kind
- Recognition in event promotional material
- For donations exceeding \$500 in value, donor may include a single page flyer/brochure in event gift bag (may not be available every year)

Criteria

- Business's participation subject to approval by Auction Committee and FOM

**Marquez Boutique(s)**

Opportunity:

- Participate in on-campus boutique(s) to sell goods and services
- Business named in emails and/or flyers distributed to advertise event
- Business acknowledged for contributions to school via email

Criteria:

- Marquez family-owned businesses only
- Business subject to registration fee
- Business must donate a minimum of 15% of gross proceeds to Marquez, with a minimum contribution of \$250
- Business's participation subject to approval by Boutique Committee and FOM
- Refer to Boutique Contract for further information