



Spring 2008

Dear Friend,

Neighborhood Parents for the Hurley School (NPHS), the grassroots nonprofit that supports this innovative dual-language public school located in Boston's South End, will hold our annual spring benefit on May 4, 2008, at the Beehive restaurant, 541 Tremont Street, Boston.

This year's event, a Jazz Age-themed evening entitled "Get Hot! NPHS Speakeasy," aims to raise \$50,000 for the school. Please join us in supporting this exciting public school. **Your business can help by:**

- **becoming a sponsor of the event;**
- **donating a service, gift certificate, or product to our silent auction; and/or**
- **purchasing an advertisement in our event program book.**

The Joseph J. Hurley School serves a diverse population of native English- and native Spanish-speaking children, the majority of whom come from low-income families. In the past year, money raised by NPHS has helped the Hurley transform a cracked asphalt parking lot into an athletic field. We also helped fund a librarian, a science specialist, literacy coaches, in-school arts and science programming, and afterschool programs. Your contribution will enable us to continue and expand academic enrichment programs and facilities improvements next year.

In addition to supporting the Hurley, your sponsorship, donation, or ad purchase will ensure that your business is noticed by 350 young urban professionals at the benefit, plus hundreds more on the NPHS website at **discoverhurley.org**. Sponsorship benefits are listed on the back of this letter.

We thank you in advance for your generosity. For your convenience we have enclosed a sponsorship/advertising form and an auction donation form to be returned by April 1, 2008. Sponsors should return their forms by March 1, 2008, to ensure inclusion on the invitations and posters. Please contact sponsorship coordinator Missy White, auction coordinator Carrie Alyea, or event coordinator Kelley Curry (see e-mail and phone numbers, below) if you have any questions, or visit <http://discoverhurley.org/speakeasy> for more information.

Contributions from businesses like yours have brought numerous benefits to the Hurley, as well as recognition from school and city officials. With your help, we can continue to make a world of difference in the lives of all Hurley students.

Sincerely,

Kelley Curry
Vice President, NPHS
kelley@discoverhurley.org
617-542-7637

Missy White
Sponsorship Coordinator
missy@discoverhurley.org
617-342-7312

Carrie Alyea
Auction Coordinator
carrie@discoverhurley.org
617-835-0054

NEIGHBORHOOD PARENTS FOR THE HURLEY SCHOOL **GET HOT!** SPONSORSHIP BENEFITS

Sponsors of **Get Hot! NPHS Speakeasy** underwrite the event and thus provide critical funds to support the Hurley School. And your business will be noticed by thousands of South Enders and other city residents.



BIG CHEESE SPONSORSHIP: \$10,000

- Title sponsorship (“[Your Company Name] presents...”)
- Opportunity to speak about your company at the event
- Credited as title sponsor in press release
- Exclusivity in your industry
- Outdoor signage at event
- Prominent logo on posters & invitation
- Logo on NPHS website home page for 1 year
- Full-page color ad on inside cover of program book
- Listing on website and in program book
- 16 tickets to the event on May 4
- Premium reserved table at the event marked by a sign with your company logo

HEPCAT SPONSORSHIP: \$5,000

- Exclusivity in your industry at this level
- Outdoor signage at event
- Prominent logo on posters & invitation
- Logo on NPHS website home page for 1 year
- Full-page color ad in program book
- Listing on website and in program book
- 12 tickets to the event on May 4
- Reserved table at the event marked by a sign with your company logo

CAT'S MEOW SPONSORSHIP: \$2,500

- Logo on posters & invitation
- Logo on NPHS website
- Full page black & white ad in program book
- Listing on website and in program book
- 8 tickets to the event on May 4
- Reserved table at the event marked by a sign with your company logo

HOTSY TOTSY SPONSORSHIP: \$1,000

- Logo on NPHS website
- Listing on posters & invitation
- Half-page black & white ad in program book
- Listing on website and in program book
- 4 tickets to the event on May 4

AUCTION DONATIONS

- All auction donors will be listed in the program book and on the website
- Donations valued \$1,000 or more will also receive logo placement on the website and 2 tickets to the event

**NEIGHBORHOOD PARENTS FOR THE HURLEY SCHOOL
GET HOT! AUCTION DONATION FORM**



Please provide the following information, and ensure that your company name appears as it should be listed in the program book:

Contact Name:

Company Name:

Address:

Phone:

E-mail:

Website:

Item(s) donated:

Estimated market value of donation: \$ _____

Detailed description of donation:

Conditions and/or restrictions if any:

Name of NPHS contact/solicitor (if any):

Item enclosed Available for pickup after _____ I will deliver; please call me to arrange

Any additional promotional materials you choose to include will assist us in promoting and displaying your donation. Please keep a copy of this form for your records.

All donations will be listed in the auction program book and on the NPHS website.

Contact Carrie Alyea, 617-835-0054 or carrie@discoverhurley.org, with questions.

Please mail this form by April 1, 2008, to:

Neighborhood Parents for the Hurley School (NPHS)
NPHS Speakeasy Auction Committee
PO Box 180763
Boston, MA 02118

Or fax to:

617-830-0710

Thank you for your generous support!

**NEIGHBORHOOD PARENTS FOR THE HURLEY SCHOOL
GET HOT! SPONSORSHIP / ADVERTISING FORM**



Please provide the information requested below, and ensure that your company name appears as it should be listed in the program book:

Contact Name:

Company:

Address:

Phone:

E-mail:

Website:

Name of NPHS contact/solicitor (if any):

EVENT SPONSORSHIPS (due March 1, 2008, to ensure inclusion on invitation)

See enclosed page for sponsorship benefits.

- | | |
|---|----------|
| <input type="checkbox"/> Big Cheese Sponsor (title sponsorship) | \$10,000 |
| <input type="checkbox"/> Hepcat Sponsor | \$5,000 |
| <input type="checkbox"/> Cat's Meow Sponsor | \$2,500 |
| <input type="checkbox"/> Hotsy Totsy Sponsor | \$1,000 |
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PROGRAM BOOK ADVERTISEMENTS (due April 1, 2008)

- | | |
|---|-------|
| <input type="checkbox"/> Full Page Color (5" w x 8" h) | \$750 |
| <input type="checkbox"/> Full Page B&W (5" w x 8" h) | \$400 |
| <input type="checkbox"/> Half Page B&W (5" w x 3 ⁷ / ₈ " h) | \$200 |
| <input type="checkbox"/> Quarter Page B&W (2 ³ / ₈ " w x 3 ⁷ / ₈ " h) | \$100 |

Contact Missy White, 617-342-7312, missy@discoverhurley.org, with questions about sponsorships or ads.

Please enclose your check and return this form to:

Neighborhood Parents for the Hurley School (NPHS)
NPHS Speakeasy Sponsorship Committee
PO Box 180763
Boston, MA 02118

Or fax to:

617-830-0710

Artwork for your ad needs to be in black and white (unless you have selected a full-page color ad), formatted as a PDF with embedded fonts, and e-mailed to advertising@discoverhurley.org by April 1. Artwork for sponsor logos must be received by March 1 for inclusion on the invitation.

Thank you for your generous support!