



JANUARY 31, 2012

Dear Friend of the Hurley School:

Club ¡TropiCaliente! returns on May 4th 2012! We hope you'll join us for our fourth installment of this most tremendous fundraiser, with all proceeds benefiting students at the Hurley School.

Neighborhood Parents for the Hurley School (NPHS) organizes this annual event to raise funds for the direct support of Principal Soto and her mission to graduate culturally and linguistically diverse students who perform academically at high levels in two languages, English and Spanish. Due to your generosity last year, we were able to allocate a whopping **\$70,000** to this year's budget! Thank you!

Our goal for next year is to raise another \$70,000, as Principal Soto continues to rely heavily on the funds that we provide to ensure the success of the school and the students. The BPS budget is simply not sufficient for all that she wants to achieve, and NPHS aims to bridge the financial gap for long-term planning as well as emergency budget issues. The focus next year will be on early intervention and zero retention initiatives. Your support is vital to this effort!

How Your Business Can Help Support ¡TropiCaliente! 2012

- Become a **sponsor** of the event;
- **Donate** a service, gift card, or product to our silent auction; and/or
- Purchase an **advertisement** in our event program book.

In addition to supporting the Hurley, your contribution will guarantee exposure to hundreds of urban professionals at the benefit, plus thousands more on posters, in the program book, and on the website. We thank you in advance for your generosity and your willingness to transform lives and strengthen the power of public bilingual education.

Be sure to mark your calendar for **May 4th** and join us as at **The Benjamin Franklin Institute**, 41 Berkeley Street in Boston. Come dance the night away with New England's best Latin band, **Grupo Fantasia**, and experience the magic as we recreate the most infamous Latin night club from the 1940s & 50s—Club ¡TropiCaliente!

Visit discoverhurley.org/tropicaliente for more information, and don't miss the best party in the South End!

Sincerely,

Beth Schmieta
NPHS President
bschmieta@verizon.net



SPONSORSHIP BENEFITS

Sponsors of iTropiCaliente! 2012 underwrite the event and thus provide critical funds to support the Hurley School. **PLUS** your business will be noticed by thousands of South Enders and other city residents.

\$10,000 TITO PUENTE SPONSORSHIP

- Title sponsorship prominently identified in all promotional materials
 - Opportunity to speak about your company at the event
 - Credited as title sponsor in press release
 - 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 event website and in program book
 - 16 tickets to the event on May 4th
 - Premium reserved table at the event marked by a sign w/ your company logo
-

\$5,000 CELIA CRUZ SPONSORSHIP

- 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 event website and in program book
 - 12 tickets to the event on May 4th
 - Reserved table at the event marked by a sign with your company logo
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\$2,500 DESI ARNAZ SPONSORSHIP

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

\$1,000 XAVIER CUGAT SPONSORSHIP

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

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



SPONSORSHIP/ADVERTISING/DONATION FORM

Please provide the information requested below to ensure that your company name appears as it should be listed in the program book. Please return by **March 30, 2012**.

Contact Name:

Company:

Address:

Phone:

E-mail:

Website:

Name of NPHS contact/solicitor:

EVENT SPONSORSHIPS *(due March 30, 2012, to ensure inclusion on invitations and posters)*

See enclosed page for sponsorship benefits.

- | | |
|---|----------|
| <input type="checkbox"/> Tito Puente Sponsor (incl. 5" w x 8" h color ad) | \$10,000 |
| <input type="checkbox"/> Celia Cruz Sponsor (incl. 5" w x 8" h color ad) | \$5,000 |
| <input type="checkbox"/> Desi Arnaz Sponsor (incl. 5" w x 8" h B&W ad) | \$2,500 |
| <input type="checkbox"/> Xavier Cugat Sponsor (incl. 5" w x 3 ⁷ / ₈ " h B&W ad) | \$1,000 |

Sponsors: please submit an electronic copy of logo artwork in EPS format, as well as ad artwork, formatted as a PDF with embedded fonts, by March 30th. Contact Alice O'Neill, 617-529-9211 or alice.oneill@verizon.net, with questions.

PROGRAM BOOK ADVERTISEMENTS *(due March 30, 2012)*

- | | |
|---|-------|
| <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 |

Advertisers: please submit ad artwork formatted as a PDF with embedded fonts by March 30th. Email file to advertising@discoverhurley.org. Contact Alice O'Neill, 617-529-9211 or alice.oneill@verizon.net, with questions.

AUCTION DONATIONS *(due March 30, 2012)*

Detailed description of donation:

Estimated market value of donation: \$ _____

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

Conditions and/or restrictions if any:

Donors: please keep a copy of this form for your records. Any additional promotional materials you include will assist us in promoting and displaying your donation. Contact Anne Bruntrager, 617-262-2631 or bruntrager@me.com with questions.

THANK YOU for your generous support! Please return this form by March 30, 2012 to the address below.

Neighborhood Parents for the Hurley School • PO Box 180763 • Boston, MA 02118 • www.discoverhurley.org

Neighborhood Parents for the Hurley School is a 501(c)(3) nonprofit organization (tax identification number 20-5196270)