

2024 PEF BASH

Event Partnership Opportunities

MISSION POSSIBLE BASH

With PEF, Anything is Possible!

Saturday, September 7, 2024



Funding the Future for 12,000+ Petaluma Students

**Petaluma Educational Foundation
Board of Directors**

OFFICERS
Debra Dow
President

Craig Walker
Vice President

Rebecca Celli
Vice President

Neal Reardon
Secretary

Tim McGaughey
Treasurer

Joanie Benedetti Claussen
Member at Large

MEMBERS
Daniele Bugbee
Chad Fillinger
Andrew Fishman
Karen Gettman
Teresa Hatcher
Melinda Hepp
Cristina Hess
Carol Isaak
Rebecca Kagin
Carol Ann Libarle
Melissa Morelli
Mark Niemann
Rajina Ranadive, M.D.
Michael Regan
Kimberly Strickland
Breanne Sturdevant
Susan Takami
Hoby Wedler

EX-OFFICIO
Cindy Friberg/OAUSD
Mike Gardner/WAUGH
Michele Gochberg/OAUSD
Tony Greco/SVHS
Matthew Harris/PCSD
Matthew Long/SRJC

STAFF
Maureen Highland/Executive Director
Katy Verke/Program Director
Sharon Kimball/Accounting Manager
Stacey Wenzel/Marketing & Event
Coordinator
Colleen Reitzel/Alphabet Soup Store
Manager



OUR VISION

Our vision is to create impactful educational opportunities for all students in our community.

OUR MISSION

Our mission is to fund programs that promote critical thinking, creativity, student well-being, and lifelong learning.

OUR PROGRAMS

Grants for Schools:

Since 1983, PEF has granted more than \$4,557,949 to teachers, administrators, and parents to fund projects not covered in the school budget. Our Grant Program aims to reward innovative academic programs and foster excellence in education for all students in the Petaluma area. In 2023, PEF provided \$216,424 to schools for curriculum-based programs.

Scholarships for High School Graduates:

The Petaluma Educational Foundation is honored to manage 86 Scholarship Programs for donors who provide the Foundation with clear criteria for selecting recipients. In 2023, we awarded \$269,060 to seniors graduating from Petaluma's seven high schools, bringing the total to \$4,585,055 since 1990.

Endowed & Invested Funds:

PEF manages funds with clear directions as to how the funds will benefit the schools in Petaluma. We also manage component funds for school-related organizations and clubs. PEF Invested/Endowed Funds total \$4,525,112 (as 12/31/22).



AT THE 2024 BASH YOU WILL CONNECT WITH PEF SUPPORTERS

WHO

- Homeowners, avid travelers, gourmet diners & consumers of luxury goods
- Generous, philanthropic donors and bidders
- Educated consumers who appreciate our sponsors involvement in the event
- Leaders in the community, business owners & corporate managers

FACTS & FIGURES

- Last year's BASH gala welcomed 450 guests
- They individually contributed between \$100 to \$30,000
- \$97,590 raised through the Auctions and Raffles
- \$224,750 pledged during the "Fund the Future" paddle raise & post-event outreach
- \$146,750 in BASH Event Partnerships

WHY

- The guests at THE BASH are united by a common purpose: to raise funds through PEF in support of all 35 TK-12 public, private, and charter Petaluma area schools serving more than 12,000 students annually.

Annual PEF Partner In Education Program

YEAR-ROUND PEF PARTNER IN EDUCATION PROGRAM- \$30,000 (A personalized proposal is available on request)

- 12-month commitment with continuous recognition throughout the year (July 1, 2024 - June 30, 2025)
- Join us in making a significant contribution to schools each and every day of the year
- Includes all BASH event partner benefits listed under the Valedictorian level (\$10,000)
- Named in the annual PEF Grant brochure as a \$10,000 grant funder on a specific grant awarded that academic year
- Partnership marketed throughout the year (social media platforms, printed materials, public presentations)

Join our annual PEF Partners In Education



Special 2024 BASH Signature Sponsorships:

Stage/Entertainment Sponsor - \$7,500

A top Bay Area Party band will bring awesome energy to our event. Your name will be on the stage, mentioned throughout the night, in programs, invites, etc. (10 Event Tickets)

Bar Sponsor - \$5,500

Your company name will be featured at the 36-foot-long bar. You can create a specialty cocktail for the night. Your name will be mentioned throughout the night, in our program, on social media, and in our invites. (8 Event Tickets)

Decor Lighting Sponsor - \$4,500

Sponsorship benefits will include signage with the company logo, mention on social media, in our program, on our website, in the invitation, and acknowledgment of the night of the event. (8 Event Tickets)

Restaurant Raffle Sponsor - \$3,000

Your company name will be featured on the raffle mentioned on social media, in our program, on our website, in the invitation, and acknowledged night of the event. (2 Event Tickets)

Contact our office for additional information on these signature sponsorship benefit packages.

NEW Special 2024 BASH Signature Sponsorships:



ADDITIONAL
Signature BASH
Sponsor
Opportunities!

Outdoor Patio Bar Sponsor - \$4,000

Your company name will be featured at the outdoor patio bar. Your sponsorship will be mentioned on social media listed in our program, and on our event website as a Signature BASH Sponsor. (8 Event Tickets)

Back of Bid Booklet Sponsor- \$5,000

Sponsorship benefits will include "Bid Program presented by" with your company name or logo on back of the booklet below the bid number, mentioned on social media, listed on our event website, and acknowledged as a Signature BASH Sponsor. (8 Event Tickets)

Photo Booth Sponsor - \$2,500

Your company name or logo will be featured on the photos and signage outside the photo op set-up. You will be mentioned on social media and listed on our program and event website as a Signature BASH Sponsor. (4 Event Tickets)

Valedictorian

\$10,000

- Listing as “Presented by Company Name” in all Bash advertisements
- Prestige positioning on all marketing materials
- Name, logo and link to company website on dedicated Bash event website
- Live recognition during Bash event presentation
- On-Screen acknowledgement with logo during the event
- Company name and logo featured in eblasts/social media posts with details on corporate commitment to education
- Table of 12, with prestige placement for dinner and entertainment
- Prominent table sign
- Complimentary premium wine and cocktails

Salutatorian

\$6,500

- Prominent Listing in all Bash event advertisements
- Name, logo and link to company website on dedicated Bash event website
- On-Screen acknowledgement with logo during the event
- Company name and logo featured in eblasts/social media posts with details on corporate commitment to education
- Table of 10, with prominent placement for dinner and entertainment
- Prominent table sign
- Complimentary premium wine and cocktails

Honor Roll

\$3,500

- Listing and link to company website on dedicated Bash event website
- On-Screen acknowledgement with logo during the event
- Company name listed in eblasts/social media posts with details on corporate commitment to education
- Tickets for 8, with prominent placement for dinner and entertainment
- Prominent table sign
- Complimentary premium wine and cocktails

Teacher's Pet

\$1,750

- Listing and link to company website on dedicated Bash event website
- On-Screen acknowledgement during event
- Company name listed in eblasts/social media posts with details on corporate commitment to education
- Tickets for 4, with prominent placement for dinner and entertainment
- Prominent table sign
- Complimentary premium wine and cocktails

All Sponsorship Agreements must be received by PEF by April 30, 2024 to have your company name included on event invite.

2024 BASH Partnership Levels

2024 BASH Partnership Agreement

PEF's 2024 BASH: MISSION POSSIBLE Saturday, September 7, 2024



Event Partner Levels:

- \$30,000 Annual Partner In Education
(includes top-tier BASH Partnership plus additional benefits throughout the year!)
- \$10,000 Valedictorian Partner
- \$3,500 Honor Roll Partner
- \$6,500 Salutatorian Partner
- \$1,750 Teacher's Pet Partner

Signature Sponsorship Opportunities:

- \$7,500 Stage/Entertainment Sponsor
- \$4,500 Lighting Decor Sponsor
- \$3,500 Outdoor Patio Bar Sponsor
- \$2,500 Photo Booth
- \$5,500 Main Bar Sponsor
- \$3,000 Restaurant Raffle Sponsor
- \$5,000 Bid Booklet Back Cover Sponsor

We are unable to participate as an event partner but would like to support PEF with a donation in the amount of \$_____.

Company Name: _____
Contact Person: _____
Email Address: _____
Phone: _____ Fax: _____
Street Address: _____
City / State / Zip: _____
Credit Card #: _____ Expiration date: _____ Code: _____
Name on card: _____
Signature: _____

- ____ check enclosed (Please make checks payable to PEF)
- ____ Please invoice me

Additional individual tickets and tables available for purchase by contacting our office.

Please retain a copy of this agreement for your records. Donations are tax-deductible above and beyond the fair market value of goods and services received. For your tax purposes, the Petaluma Education Foundation is designated by the Internal Revenue Service as a tax-exempt, non-profit, charitable 501(c)(3) organization. Our tax ID is #94-2847212.

Send the completed form to:
Petaluma Educational Foundation
200 Douglas Street, Petaluma, CA 94952
Tel: 707.778.4632 Fax: 707.778.4642 Email: maureen@pefinfo.com

JOIN US at The PEF BASH!

Saturday, September 7, 2024

990

663

867 700



PUTTING EDUCATION FIRST
FOR 40 YEARS

GRANTS • SCHOLARSHIPS • ENDOWED FUNDS
Supporting All Petaluma Area Schools since 1982