



Petaluma
EDUCATIONAL
FOUNDATION

PEF's 2023 BASH
SCHOOL OF ROCK

Saturday, September 16, 2023



Petaluma Educational Foundation
Board of Directors

OFFICERS
Debra Dow
President

Craig Walker
Vice President

Hoby Wedler
Vice President

Neal Reardon
Secretary

Tim McGaughey
Treasurer

Joanie Benedetti Claussen
Member at Large

Mike Harris
Past President

MEMBERS
Daniele Bugbee
Rebecca Celli
Chad Fillinger
Andrew Fishman
Karen Gettman
Teresa Hatcher
Melinda Hepp
Cristina Hess
Carol Isaak
Carol Ann Libarle
Mike Maddalena
Melissa Morelli
Mark Niemann
Rajina Ranadive, M.D.
Kimberly Strickland
Breanne Sturdevant

EX-OFFICIO
Patrick Daly
Cindy Friberg
Mike Gardner
Michele Gochberg
Matthew Harris

STAFF
Maureen Highland
Executive Director

Katy Verke
Program Director

Sharon Kimball
Accounting Manager

Maria Mandolini
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 \$4,341,525 to teachers, administrators, and parents to fund projects not covered in the school budget. The purpose of our Grant Program is to reward innovative academic programs and foster excellence in education for all Petaluma area students. In 2022, PEF provided \$244,815 to schools for curriculum-based programs.

Scholarships for High School Graduates:

The Petaluma Educational Foundation is honored to manage 82 Scholarship Programs for donors who provide the Foundation with clear criteria for selecting recipients. In 2022, we awarded \$262,826 to seniors graduating from Petaluma's seven high schools, bringing the total to \$4,315,995 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 \$5,363,414 (as of December 2021).



AT THE 2023 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

- Our In-Person BASH gala welcomed between over 400 guests after two years of virtual broadcasts.
- They contributed between \$100 to \$50,000
- \$110,190 raised through the Auctions and Raffles
- \$249,934 pledged during the “Fund the Future” paddle raise & post-event outreach
- \$131,500 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, 2023 - June 30, 2024)
- 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 2022 - 2023 Partners In Education



Special 2023 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.

Bar Sponsor - \$5,500

Your company name will be featured at the 30-foot-long bar. You can create the specialty cocktail for the night, your name will be mentioned throughout the night, in our program, on social media, and on our invites.

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 acknowledged the night of the event.

Restaurant Raffle Sponsor - \$2,500

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.

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

NEW Special 2023 BASH Signature Sponsorships:



NEW
Signature BASH
Sponsor
Opportunities!

Outdoor Patio Bar Sponsor - \$3,500

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.

Back of Bid Booklet Sponsor- \$5,000

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

Photo Booth Sponsor - \$2,500

Your company name or logo will be featured on the images from the booth and on signage outside the photo op set-up. You will be mentioned on social media, listed in our program and on our event website as a Signature BASH Sponsor.

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 May 1, 2023 to have your company name included on event invite.

2023 BASH Partnership Levels

2023 BASH Partnership Agreement

PEF's 2023 BASH: SCHOOL OF ROCK Saturday, September 16, 2023

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 Bar Sponsor
- \$2,500 Restaurant Raffle Sponsor
- \$5,000 Bid Booklet 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

PEF's BASH Fundraising Gala • Saturday, September 16, 2023



**PUTTING EDUCATION FIRST
FOR 40 YEARS**

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