



The New School, Inc.
A Montessori Center for Children

Who we are...

The New School Montessori Center is a non-profit Montessori school located in Holly Springs, serving children ranging from 6 months to 7th grade. The school was established in 1984 and is a full member of the American Montessori Society.

Our Mission...

The mission of The New School is to provide individualized educational programs designed to foster independence, a love of learning, and critical thinking skills, and to empower students with the confidence to meet their full potential and adapt to the challenges of the 21st century workplace.

Our Students...

Our school serves a wide range of families from surrounding communities, and we pride ourselves on this diversity. Because our programs are individualized, we are able to meet the needs of students regardless of their backgrounds or academic abilities. Students who need extra help in certain areas are able to get the attention they need and those who are advanced are able to progress beyond their grade level.

Our Event...

This year we will be celebrating our 3rd fun-filled annual Fall Festival, *Feather Fest*. This event is open to the public and has greatly expanded in popularity because of our event attractions and great value to participants and sponsors alike. To make this event happen, we really need donors to sponsor either an entire activity or ride (such as the climbing wall, bungee trampoline, etc.) or to partially sponsor events and rides. In-Kind donations for our raffle are also very welcome and much needed. We also welcome you to participate as a vendor at our festival.

With your help...

To support our emphasis on environmental and social responsibility, part of the proceeds from this event will go to the Carolina Raptor Center, a non-profit organization dedicated to the conservation of birds of prey through education, rehabilitation, and research. The remaining funds will help the school with much needed assistance in furthering its programs, school expansion, and scholarships.

Thank you in advance for your interest and valuable help!

The New School Montessori Center is a not-for-profit 501 (c)(3) organization. Tax ID number: 56-1429736.

All contributions are tax-deductible to the extent allowed by the law.

5617 SUNSET LAKE ROAD, HOLLY SPRINGS, NC 27540 • (919) 303-3636 • WWW.MONTESSORICENTER.ORG



The New School, Inc.
A Montessori Center for Children

Dear Sponsor,

In 2011, the New School Montessori Center hosted its first ever fall festival. We established a tradition in which the school and local community come together to celebrate and enjoy what has proven to be a memorable evening of fun and entertainment. The following year, we hosted our “*To the Rescue*” big cat fall festival, which was an even bigger success than the previous year! On **Friday, October 25, 2013**, we will be continuing our tradition as we host our third annual fall festival, “*Feather Fest.*”

The festival will feature carnival booths, games with prizes, rides for all ages, a climbing wall, a bungee trampoline, bouncy houses, a trackless train ride, a DJ with music and games, and more. Everyone will soak up the atmosphere as children and adults of all ages play in our mini-theme park! Also, no festival would be complete without a great selection of food. Back by popular demand, Barry’s Cafe will be returning to offer their mouth-watering dishes hot from the grill. For the adults, we will also have several vendor booths representing local businesses to browse.

One of the unique features of our festivals is our collaboration with other local non-profit groups with missions that further our children’s appreciation and awareness of social and environmental issues. We believe strongly in promoting social responsibility through education and direct participation in the community. This year, we have partnered with the Carolina Raptor Center, a non-profit sanctuary and rescue facility dedicated to rescuing and healing injured birds of prey. We will be displaying children’s research on various topics associated with these birds at the festival. As a special treat, the Raptor Center is attempting to arrange a live bird release at the start of our Festival. We are also honored that Mayor Dick Sears of Holly Springs is planning to attend.

Proceeds from these events help to fund important school improvements in science, the purchase of classroom computers and enhancement materials, an expanded scholarship program, and our school’s expansion into middle grades. Through events such as our Fall Festival and help from donors like you, we are continuing to enhance our programs and further establish our school as one of the leading private schools in the area. Also, with your assistance, we are able to continue to offer highly enriched programs while maintaining very reasonable tuition rates, resulting in many more students having access to the individualized and nurturing education we provide.

As a thank you for sponsoring our festival, we offer specific benefits to help promote your business and its positive impact in the community. Our generous sponsors from past festivals have been delighted with the visibility they received in the local community as a result of their support of our festival.

Please take a moment to review the benefits of each sponsor level listed in the enclosed material and return the “Participation Form” indicating your level of support. As the school is a non-profit corporation, your donation is tax-deductible (please consult your tax advisor for confirmation).

Feel free to contact us at (919) 303-3636 or info@montessoricenter.org if you have questions. You may also visit us online at www.montessoricenter.org where you will find more details on our festival under the *Community* tab.

Thank you for taking the time to consider this opportunity and to become an important part of our festival!

Warm regards,
New School Fall Festival Committee



Save the date for our “Feather Fest” Raptor Fall Festival 2013!

WHEN? Friday, October 25th, 4:30 p.m. to 8:30 p.m.

WHERE? 5617 Sunset Lake Rd., Holly Springs, NC 27540

WHY? To provide our families with a fun evening, raise funds for the school, and to raise awareness for raptor rescue and conservation

Festival Facts for Sponsors



This year, the New School will host its third annual fall festival. Our previous two festivals have been hugely successful. High attendance, with hundreds of parents, kids, teachers, and guests, has raised the visibility for our local business supporters. This year, interest is at a fever pitch, so we anticipate an even larger turnout.



Our festival theme this year is raptor rescue and conservation. We’re especially enthusiastic about this theme because our school mascot, Talon, is a bald eagle! Also, fostering a love of wildlife and nature and an appreciation for the environment is a vital part of a child’s education and an important goal in our school. This year, our children, from toddlers to elementary students, will be learning about these amazing birds. In light of this focus, we are donating a percentage of our proceeds from “*Feather Fest*” to the Carolina Raptor Center.



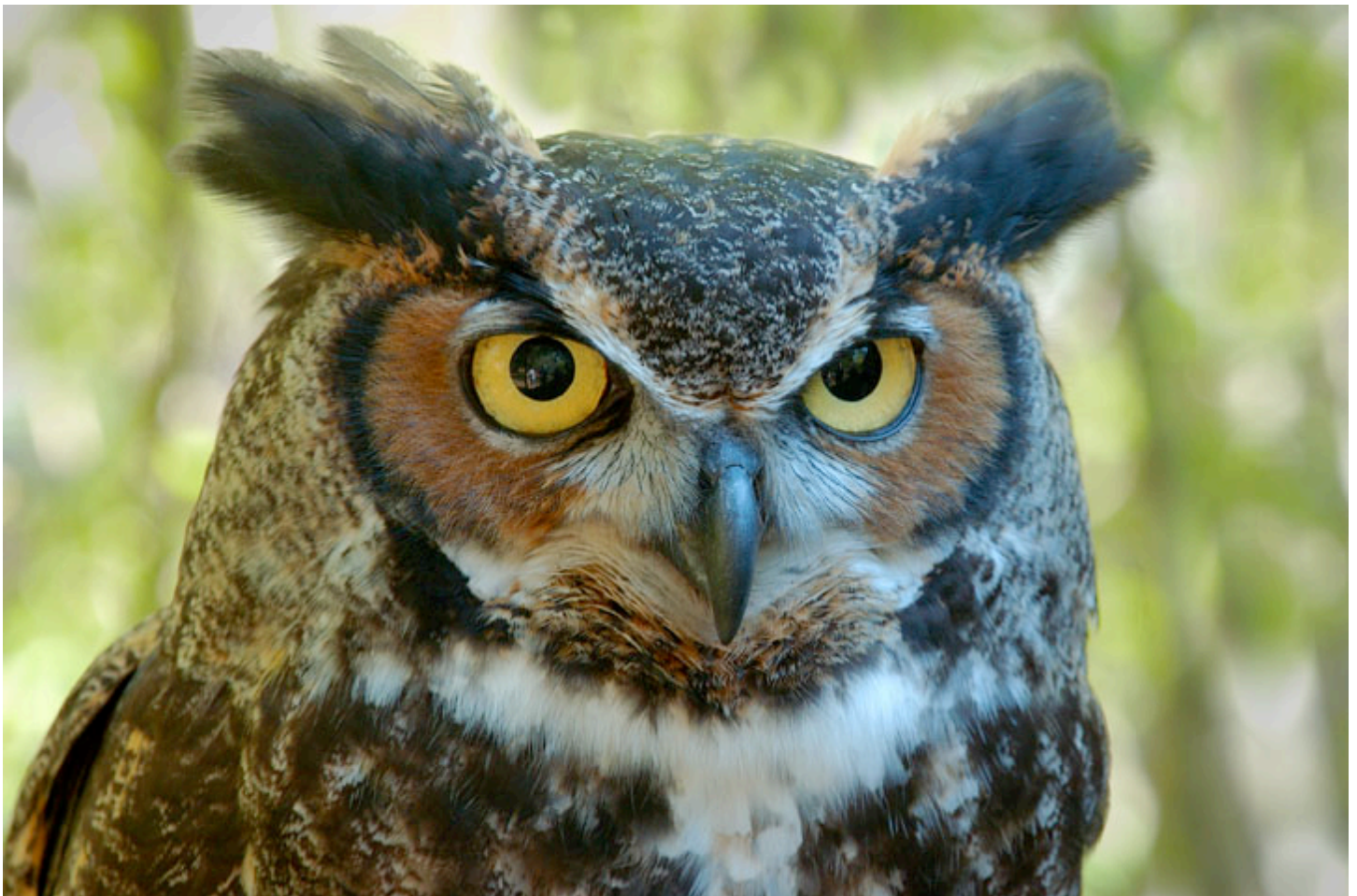
The majority of the proceeds raised from our Fall Festival will help the school to fund building improvements, support our scholarship program, bolster our science and technology classes, and help with our expansion project to open a middle school.



Last year's sponsors have enjoyed a year of marketing exposure to our parent body, teachers, volunteers, and to the public via our website, word-of-mouth, T-shirts, and yearbook. We are committed to promoting and supporting our sponsors not only throughout the year to our parents, but to the public through press releases, web links, blog mentions, and linking to sponsor sites with thank you notes on our social media properties including Twitter, Facebook and Google Plus.



To make this year's festival a success, we really need your help! The included sponsorship benefits demonstrate how your business will enjoy high visibility by supporting our fall festival and supporting two worthy causes! Thank you for your time and consideration.



Dudley, the Great Horned Owl, is the Carolina Raptor Center's representative and mascot for our 2013 Feather Fest Raptor Fall Festival. Part of your donation will go to helping protect birds of prey like Dudley!

New School Fall Festival Sponsorship Benefits

Bald Eagle

\$1,000+

- ✦ Your logo displayed on the New School website with linked URL to your website and your business address
 - ✦ Premier display of your logo on all event posters and other publicity items
 - ✦ Your logo printed prominently on the back of our festival shirt indicating highest sponsorship level and two complimentary shirts
 - ✦ Your business named in our social media event messaging (Facebook and Twitter)
 - ✦ Free vendor booth at festival **or**, if no booth, a free half page ad in 2013/2014 New School Yearbook
 - ✦ Your marketing material (brochure or business card) on display in school front office for 4 months including one free distribution of marketing material in parent folder
 - ✦ Four festival wristbands and two adult and two child meal tickets (or, alternatively, 40 free raffle tickets)
-

Great Horned Owl

\$500

- ✦ Your logo with linked URL to your website displayed on the New School Website
 - ✦ Your business logo printed on the back of our festival T-shirts (with one complimentary shirt) in addition to your logo printed on all event advertising
 - ✦ Your business mentioned in our social media event messaging (Facebook and Twitter)
 - ✦ Free business card sized ad in the 2013/2014 New School Yearbook
 - ✦ Three festival wristbands and two adult meal tickets (or, alternatively, 30 free raffle tickets)
-

Peregrine Falcon

\$250

- ✦ Your business name with linked URL listed on our website
 - ✦ Your business name mentioned in all event advertising and e-newsletters
 - ✦ Your business name listed on the back of the festival T-shirt
 - ✦ Recognition in the 2013/2014 New School Yearbook in our list of fall festival Sponsors
 - ✦ Two festival wristbands and two child meal tickets (or, alternatively, 25 free raffle tickets)
-

Red-tailed Hawk

\$150

- ✦ Your business name listed on the school's website
 - ✦ Your business name mentioned in our parent e-newsletter and select event advertising
 - ✦ Your business name printed on the festival T-Shirt
 - ✦ One festival wristband (or, alternatively, 20 free raffle tickets)
-

Osprey

\$80

- ✦ Your business name listed on the school's website
- ✦ Your business acknowledged in our parent e-newsletter
- ✦ One festival wristband (or, alternatively, 10 free raffle tickets)

Vendor Booth

\$100

This booth option is for vendors who will be selling products or services at the festival. New this year, we will be offering incentives for festival participants to visit your booth! Please note that both types of booths require the business to provide all materials, tables, chairs, etc. All vendor and marketing booths will also be listed on our website.

Marketing Booth

\$50

This booth is similar to the vendor booth with the exception that the business will be simply marketing their products or services with no sales taking place at the festival.

Raffle Donations

We also very much rely on businesses and individuals to donate items to our festival raffle. All donations are eligible for a thank you letter with our non-profit tax ID for possible tax benefits. Donations valued at more than \$50 will also be listed on our website.

In-Kind Donors

Please lend a hand with your business, skill, or product that you could donate or loan to support our festival! We especially need help with printing, baked goods, marketing, distributing fliers, and event organizers and volunteers. A list of needs is in the information section on our festival web page. Any and all support is welcome and much needed.

Additional Information

Contributions will support The New School Montessori Center in the following areas:

- ✦ Provide additional funds for enhancement materials and programs
- ✦ To enhance our science curriculum
- ✦ Support expansion plans into middle school
- ✦ To help the school continue to provide scholarships for families in need
- ✦ Part of the proceeds will be donated to the Carolina Raptor Center

If you are unable to attend you will still receive raffle tickets (as indicated in the sponsorship levels above). Participants do not need to be present at festival to win raffle items. A list of raffle items will be distributed to sponsors when available.

Many thanks for your interest and support of our Feather Fest Raptor Fall Festival. We hope to see you there!



**The New School Montessori Center is a not-for-profit 501 (c)(3) organization.
All contributions are tax-deductible to the extent allowed by the law. Tax ID number: 56-1429736**