



Project Schoolhouse

## **SPONSORSHIP OPPORTUNITY - Cien Amigos Annual Fundraiser**

October 24, 2020, 7:00-8:00pm, Virtual Event

With an emphasis on community building and local volunteer participation, Project Schoolhouse partners with recipient communities to build new schools, provide clean water, improve sanitation, and help students continue their educations.

### **Cien Amigos is our only fundraising event of the year.**

We don't raise our funds by selling tables or tickets, but instead, we bring together community leaders and supporters for an inspiring hour, where they witness the deep impact our projects have on the communities in which we work. Then we ask them to invest in our work. Our goal is to have all expenses completely covered by our sponsors so that every penny that guests donate will go straight to the schools, water systems, and programs that truly transform lives.

The upside to going virtual this year is our reach during the event is greatly expanded (!) along with visibility to your generous sponsorship. **Thank you for considering sponsorship of our event.**

### **SPONSORSHIP LEVELS:**

#### **As a \$35,000 "Naming Rights to a School" Underwriter:**

- “\_x\_” Presents Cien Amigos 2020” verbally recognized at Intro and Conclusion of the program
- Prominent logo placement on the Sponsor Recognition screens during the event
- Prominent logo on the event website hub that serves as the launch for the event
- Prominent logo placement on all pre-event digital communications
- Newsletter Article highlighting the importance of your sponsorship, email circulation of 2500
- Social Media recognition pre and post-event – reach 1800
- Logo placement on Project Schoolhouse website for one year
- “Special Guest” happy hour (virtual or in person, tbd at Sponsor discretion)
- Naming rights to a school that we build in 2021 and virtual participation in the inauguration
- Logo program recognition



Project Schoolhouse

**As a \$10,000 Event Underwriter:**

- “\_x\_” Presents Cien Amigos 2020” verbally recognized at Intro and Conclusion of the program
- Prominent logo placement on the Sponsor Recognition screens during the event
- Prominent logo on the event website hub that serves as the launch for the event
- Prominent logo placement on all pre-event digital communications
- Newsletter Article highlighting the importance of your sponsorship, email circulation of 2500
- Social Media recognition pre and post-event – reach 1800
- Logo placement on Project Schoolhouse website for one year
- “Special Guest” happy hour (virtual or in person, tbd at Sponsor discretion)
- Logo program recognition

**As a \$5,000 Event Sponsor:**

- Prominent Logo placement on the Sponsor Recognition screens during the event
- Logo placement on all pre-event digital communications
- Newsletter article highlighting sponsorship – email circulation of 2500 subscribed people
- Social Media recognition pre and post-event – reach 1800
- Logo placement on Project Schoolhouse website home page for one year
- pop up on the event page
- Logo program recognition

**As a \$1,000 Event Sponsor:**

- Logo placement on the Sponsor Recognition screens during the event
- Social Media recognition pre and post-event – reach 1800
- Logo placement on Project Schoolhouse website home page for six months
- Logo program recognition

**Contact:** Selina Serna | [selina@projectschoolhouse.org](mailto:selina@projectschoolhouse.org) | 512-810-1226

*\*Sponsorship deadline is September 21, 2020*



## Project Schoolhouse

### Tito's Application

Project Schoolhouse is an Austin-based non-profit focusing on clean water, education and sanitation in some of the most remote regions of rural Nicaragua. True to our name, the initial goal was to build schoolhouses so children had a dry, conducive learning environment; but our highest guiding principle is listening to the community members we support, and they quickly made it clear that clean, safe water was their priority. After learning that children spend hours a day collecting water from the closest river or drainage ditch, which oftentimes makes them too ill to go to school, we added water and sanitation to the community projects. Thus, we support communities to build a primary school building, a gravity-fed water system, and sanitary latrines for every household in the village.

In the region where we work, there are over 20,000 poor, rural farmers. They live off the grid, without electricity, clean water, or roads to their village, though cell phones and electricity are slowly making their way into the region. With over a decade of experience leading successful, community-driven projects, Project Schoolhouse has built a solid in-country team to design, manage and provide the skilled expertise needed to build sustainable projects. The recipient communities donate their labor and in this way will contribute sweat equity to the projects and amplifies every dollar invested.

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### **We are writing to ask whether Tito's would consider a cash sponsorship at one of the levels included in the attached Sponsorship document.**

Long before this pandemic, the Nicaraguan families we support needed access to safe water. There is an urgent need to accelerate our impact. Now, more than ever, hand washing is essential. We appreciate your consideration.