

Dear Friend in the Encinitas Community,

We reach out today as volunteer members of the PTA at **Paul Ecke Central Elementary (PEC)**. PEC is the oldest school in the Encinitas Union School District, and serves a diverse population (nearly 30% of our students are from low-income families) and also the larger community (we host the Sunday Leucadia Farmer's Market). We rely on the generosity of our community partners to help pay for important programs that state and federal funding no longer or only partially support: *science, art, music, PE, and garden lab*. These vital aspects of education are under threat of disappearing

On **March 11, 2017**, the PEC PTA will host a Nighttime Fundraiser at the **Leichtag Ranch**, the home of our school's namesake, Paul Ecke. We will have about 140 people in attendance. The goals of this event are twofold:

- 1) Raise \$50,000 to support important programs like *science, art, music, P.E., and garden lab* that are not paid by our tax dollars
- 2) Integrate PEC into our larger Encinitas community by highlighting businesses that care about our public school mission

We are asking members of our larger Encinitas community—you!—to share your services and products by donating to our silent and live auctions and/or becoming a corporate sponsor. These donations are tax-deductible and provide an opportunity for **increased visibility** to our families to learn more about our supportive local businesses.

More information is available online at [www.pauleckecentral.com](http://www.pauleckecentral.com)

Thank you for supporting your local public school!

Sincerely,

Liza Suh, MD  
(415-310-9455)  
NTF@pauleckecentral.com  
Parent of a 3<sup>rd</sup> grader & Kindergartener at PEC

Jessica Pressman, Ph.D.  
PTA VP of Fundraising  
Parent of a 3<sup>rd</sup> grader & 2<sup>nd</sup> grader at PEC



## Sponsorship Levels:

### Platinum (\$5000)

- Gold level benefit
- Sponsor acknowledgement during live auction
- Promotional item/Flyer distribution opportunity at event

### Gold (\$2500):

- Silver level benefit
- Event signage
- Full-page ad on event program
- 2 additional event tickets

### Silver (\$1000):

- Bronze level benefit
- Half-page ad on event program

### Bronze (\$500):

- Patron level benefit
- Quarter-page ad on event program
- 1 additional event ticket

### Patron (\$250):

- Logo on online/printed materials
- Website link to business
- 1 event ticket

### In-Kind: TBD

### Auction item:

- Listing in auction

Paul Ecke Central Elementary School Tax ID: 33-0617998/NCES ID: 061275001434

Attn: Nighttime Fundraiser  
185 Union St., Encinitas CA 92024