

SACRED HEART SCHOOL

2023 | 2024 SPONSORSHIP PROGRAM

BENEFITS

Sponsors receive ongoing marketing throughout the Sacred Heart School year. This includes marketing at school events, complimentary event tickets and more.

SPONSORSHIP PERIOD

August 1, 2023 – July 31, 2024

INVESTMENT

Multiple levels are available for sponsorships.
See pages 8–12 for more information and inclusions.

QUESTIONS?

Please reach out to auction@sacredheartwdm.org.



2023 | 2024

EVENT PROMOTIONAL BENEFITS

FUNDRAISING EVENTS

These events welcome friends and family of Sacred Heart School and are the major fundraisers each year.



SHS AUCTION

Sacred Heart School's largest annual fundraising event boasts attendance of 300+ guests, with many more participating in events leading up to the Auction.

Sponsors receive generous marketing exposure via:

- Pre-event marketing
- Auction website
- Social media posts
- Sponsor logos featured on event signage



SHS GOLF OUTING

New to our fundraising efforts is the Sacred Heart School Golf Outing. This annual event aims to include more than 100 golfers including alumni, current parents, staff, and friends.

Sponsors are included in:

- Sponsor logos featured on event signage
- Event invitations and communications
- Social media posts

FRIENDS & FAMILY EVENTS

Events for Sacred Heart School friends and family to come together to build community. Some funds are raised due to generous participation, however, the primary purpose of these events is to continue to strengthen SHS, amazing community.

Sponsors are included in:

- Pre-event marketing
- Signage at event



SCHOOL SUPPLY DROP OFF AND PICTURE DAY

The Annual back-to-school event features booths for various school-related activities such as athletics, uniform swap, yearbook, and school pictures. Get back into the swing of the upcoming school year while reconnecting with Sacred Heart families and friends. Chick-Fil-A for purchase as fundraiser put on by the 8th Grade Class.



FRIENDS & FAMILY BINGO

Students invite special friends and family for a night of Bingo in February.



SPRING FLING FUNDRAISER

Rotating events like Track-a-thons, Fun Runs, and our very own SHS Carnival held each May give Sacred Heart School a way to celebrate another great year at Sacred Heart School. The entire school community is invited. Kids, parents, staff and administrators enjoy a day of fun in the sun, building our SHS community.



TRUNK OR TREAT

Annual Halloween event for the whole school to attend, put on by the 8th graders.

SCHOOL EVENTS

Sacred Heart Student Events take place throughout the year.

Events include Variety Show, Field Day, Grandparents Day, Musicals/Plays, multiple Band performances, and Choir concerts throughout the year.

Sponsors are included in:

- Pre-event marketing
- Signage at event

2023 | 2024 SPONSORSHIP CALENDAR

Fundraising and Friends + Family Events

	Supply Drop + Picture Day	Golf Outing	Trunk or Treat	Auction	Friends + Family Bingo	Spring Fling	
AUGUST							
SEPTEMBER							
OCTOBER							
NOVEMBER							
DECEMBER							
JANUARY							
FEBRUARY							
MARCH							
APRIL							

*In addition to the Fundraising and Friends + Family Events shown above,
School Events will take place all year long.*

WHAT IS THE SACRED HEART SCHOOL AUCTION?

The Sacred Heart School Auction is not only a fun way for the Sacred Heart community to connect socially, but is the largest fundraising event of the year for Sacred Heart.

HOW DOES THE SACRED HEART SCHOOL AUCTION MAKE AN IMPACT?

Auction funds go to support the school through:

- Textbooks, technology, and instruction
- Teacher and staff development
- Increased safety measures
- Two field trips per grade per year
- Middle School musical, band trips, maker space lab, sports jerseys, guest speakers
- And more!



We as a school are so appreciative of the money raised. It helps us support all the needs of the teachers to be able to provide a quality education to all students. It is also a wonderful community builder that gives everyone a chance to be involved on many levels. We value the time and effort that goes into the planning and all that it does to help make Sacred Heart a better place.”

*Susan Battani,
Assistant Principal, Sacred Heart School*

REGIONALIZATION AND ESA FACT CHECKS

- **ALL** funds raised stay with Sacred Heart School
- Regionalization will result in changes to what our school is financially responsible for versus the Region
- The use of the funds may change, but the importance of and need for fundraising will remain



Save the Date!

NOVEMBER 4, 2023

at **BASH DSM**

2023

*Viva
Las Vegas*

SHS AUCTION

EVENT TIMELINE

6:00 DOORS OPEN

Grab a drink and mingle

7:30 LIVE AUCTION BEGINS

Passed appetizers, beer, and wine

9:00 LIVE AUCTION WRAPS AND DANCE BEGINS

Live DJ, visit the photo booth, and late night snacks

11:00 EVENT ENDS

10:30 Last Call! You don't have to go home but you can't stay here!

2023 AUCTION COMMITTEE

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Looking to help with 2023 Sacred Heart School Auction Planning?

Reach out to the planning team at auction@sacredheartwdm.org.



HOW YOU CAN SUPPORT THE 2023 AUCTION



AUCTION ATTENDANCE

Tickets to go on sale August 16. Announcements will be sent out through the school. Keep an eye on our Facebook and Instagram (@sacredheartwdm_auction) pages.



SPONSORSHIP



LIVE & SILENT AUCTION



PENNY WARS



RAFFLES



FIXED BIDS PARTIES



FUND-A-CAUSE

More information in the following pages!



2023 | 2024 SACRED HEART AUCTION

SPONSORSHIP PACKAGES

Presenting Sponsor

Jackpot

\$20,000 | *One Available*

- Recognition as the presenting sponsor on the Auction program sign at the event, e.g. "Tonight's fundraiser for Sacred Heart presented by Company A".
- Name on bidding paddles.
- Name and/or logo in entryway at the event.
- Name and/or logo on cover of Event Program, "SHS 2023 Event Presented by Company A".
- Name and/or logo displayed first in the school driveway during the week leading up to the Auction.
- Name and/or logo prominently displayed on the front page of Sacred Heart Auction ticketing website as presenting sponsor.
- Several sponsor mentions by event emcees throughout the night.
- Name and/or logo on school Auction website (approx. 800 followers).
- Two dedicated Facebook and Instagram social media posts (approx. 350 followers).
- Link to company's website listed on Sacred Heart School's website as a Friend of Sacred Heart School.
- VIP Reception 30 minutes before door opening.
- Opportunity to address the crowd at event leading into LIVE Auction.
- Signature welcome drink hosted by sponsor, e.g. "Welcome, please enjoy a *Family Name Mule* or *Company A Martini*."
- One table and 10 tickets to the Auction.
- Party bus service to and from the event.



Bar Sponsor

High Roller

\$10,000 | *Multiple Available*

- Recognition as the bar sponsor on the Auction program sign at the event.
- Koozies, napkins, water bottle labels, or drink cups at the bar(s).
- Name and/or logo displayed on all bar signage at the event.
- Name and/or logo displayed in the school driveway during the week leading up to the Auction.
- Name and/or logo displayed on front page of Sacred Heart Auction ticketing website as event sponsor.
- Name and/or logo on school Auction website (approx. 800 followers).
- Link to your company's website listed on Sacred Heart School's website as a Friend of Sacred Heart School.
- Several sponsor mentions by event emcees throughout the night.
- One dedicated Facebook and Instagram social media posts (approx. 350 followers).
- Name and/or logo on inside front cover of Event Program, "Bar presented by Company A".
- VIP Reception 30 minutes before door opening.
- One table and 10 tickets to the Auction.
- 2 reserved parking spots per sponsor at Auction Event.



Big Spender

\$7,500 | *Multiple available to sponsor Live Auction*

- Live Auction-naming rights, ex: "Live Auction presented by...."
- Recognition as Live Auction sponsor on the Auction program sign at event.
- Name and/or logo displayed on all Live Auction signage at the event.
- Name and/or logo displayed in the school driveway during the week leading up to the Auction.
- Name and/or logo on school Auction website (approx. 800 followers).
- Sponsor recognition in Live Auction preview video, posted to Instagram and Facebook page.
- Link to your company's website listed on Sacred Heart School's website as a Friend of Sacred Heart School.
- Name/logo prominently displayed at Sacred Heart School's annual events including Fall, Winter and Spring Events.
- Several sponsor mentions by event emcee throughout the night.
- One dedicated Facebook and Instagram social media post (approx. 350 followers).
- Name and/or logo on pages 2 and 3 of Event Program, and corresponding fundraising component page, at ¼ page size.
- VIP Reception 30 minutes before door opening.
- 4 tickets to the Auction and reserved seating at table.
- 2 reserved parking spots per sponsor at Auction Event.
- Branded Auction Swag.



Poker Face

\$5,000 | *Multiple available to sponsor Silent Auction*

- Silent Auction-naming rights, ex: "Silent Auction presented by...."
- Recognition as Silent Auction sponsor on the Auction program sign at event.
- Name and/or logo displayed on all Silent Auction signage at the event.
- Name and/or logo displayed in the school driveway during the week leading up to the Auction.
- Name and/or logo on school Auction website (approx. 800 followers).
- Link to your company's website listed on Sacred Heart School's website as a Friend of Sacred Heart School.
- Name and/or logo prominently displayed at Sacred Heart School's annual events including Fall, Winter and Spring Events.
- Several sponsor mentions by event emcee throughout the night.
- One dedicated Facebook and Instagram social media post (approx. 350 followers).
- Name and/or logo on pages 2 and 3 of Event Program, and corresponding fundraising component page, at ¼ page size.
- VIP Reception 30 minutes before door opening.
- 4 tickets to the Auction and reserved seating at table.
- 2 reserved parking spots per sponsor at Auction Event.



Double Down

\$2,000 | Multiple Available

- Recognition as sponsor on the Auction program sign at the event.
- Name and/or logo displayed in the school driveway during the week leading up to the Auction.
- Name and/or logo on school Auction website (approx. 800 followers).
- One Facebook and Instagram social media post with all Double Down sponsors (approx. 350 followers).
- Name and/or logo in Event Program at 1/8 page size.
- VIP Reception 30 minutes before door opening.
- 2 Auction event tickets.

Buy-In

\$500 | Multiple Available

- Name and/or logo listed as “Buy-In” sponsor on the Auction program sign at the event.
- Recognition as “Buy-In” sponsor on school Auction website (approx. 800 followers).
- Listed on a Facebook and Instagram post of all “Buy-In” sponsors (approx. 350 followers).
- Name and/or logo in Event Program at 1/16 page size.
- 2 Auction event tickets.

Beginner's Luck

\$250 | Multiple Available

- Name and/or logo listed as “Beginner's Luck” sponsor on the 2023 Auction program sign at the event.
- Recognition as “Beginner's Luck” sponsor on school Auction website (approx. 800 followers).
- Listed on a Facebook and Instagram post of all “Beginner's Luck” sponsors (approx. 350 followers).
- Name in Event Program.
- 2 Auction event tickets.



LIVE AUCTION

The main event of the annual Auction is the Live Auction! Incredible items and once-in-a-lifetime experiences will be up for bidding LIVE during the event.

Past years have featured:

- Kum & Go Private Dinner
- Vacation to Honduras
- Sheep-a-Doodle Puppy

SILENT AUCTION

Throughout week of the Auction, Silent Auction items will launch for bidding. You don't need an event ticket to bid! Share with friends or family to support the Auction and a chance to come away with an amazing prize.

Past years have featured:

- Tickets to a Night at Noce
- Tickets to Iowa Wild Games
- Basket of Spa Gift Card and Lotions

Interested in donating an Auction item? Reach out to the planning team at auction@sacredheartwdm.org!

RAFFLES

The week of October 2, each Sacred Heart student will be sent home with an envelope of raffle tickets to sell to family and friends. Raffle ticket prizes will be drawn at the Auction. This year's prizes are:

- Blackstone Grill
- Apple Airpods
- Traeger Smoker
- Apple Watch
- Fareway Gift Card
- And more!

VOLUNTEER

It takes a village to put on the Auction event and events leading up to the big night. We have roles big and small that will make an impact. Email the Auction at Auction@sacredheartwdm.org to get involved. Roles include:

- Assisting to prepare items for Auction
- Ticket sales at Sacred Heart events
- Event set up and tear down
- Night-of help
- And more!



FIXED BID PARTIES

Fixed bid parties are a great way to build community beyond the Auction. These parties are sponsored and organized by a family and, on the night of the Auction, you'll be able to purchase a 'spot' in a fixed bid party for either your child, yourself or your family.

Who are fixed bid parties for?

Adults, families, and kids.

Who plans the fixed bid parties?

You do! You can spearhead a fixed bid party on your own or collaborate with a couple of other parents. Your role includes securing a location and date as well as sponsoring the cost of the event. You will also chaperone the event the day of.

When should the fixed bid party be held?

Anytime, after December 1st up until the 2024 Auction. We want to continue to build engagement and community all year long; not just at the Auction!

How do I sign-up to sponsor and host a fixed bid party?

Contact the planning team at Auction@sacredheartwdm.org.

I would love to sponsor but I don't have any ideas.

No problem! We have lots of ideas. Some include:

For kids:

- RecPlex
- SkyZone

For adults:

- Bike ride
- Yoga workshop

For families:

- Cooking class
- Sporting event tickets

Please reach out with questions or for more ideas at auction@sacredheartwdm.org!



2023 FUND-A-CAUSE

What is a fund-a-cause?

Each year, the Auction committee works with Sacred Heart School Administration to identify a need in the school that the Auction can raise money for. This is important to Sacred Heart because without your engagement, donations, and support, these updates, additions, would not be possible.



Our 2023 Fund-a-cause is to update the audio/visual in the school gym and multipurpose room.

Past fund-a-cause items

2022	2021	2020	2019	2018
Playground	New Servers	Pandemic Relief & Support	Specials & Classroom Teachers	Scoreboard

QUESTIONS?

Please reach out to auction@sacredheartwdm.org.

