

Spring 2020

Dear **kik** Business Partner,

Thank you for supporting **kik** as a business partner during the 2019-20 school year. During this unprecedented time, we want you to know how much we value your partnership and how committed we are to continue working together to support our Kentfield schools, as well as our valued community businesses and services, such as yours, that we all miss dearly.

We restructured our business directory format, which will be available on our website and on a mobile app for all district families. We will also offer more exposure through an online Business Directory flipbook.

Listed below and enclosed in this package are materials that describe the benefits of the new format.

- We are showcasing the new **kik Family Data Directory app** (student and family listings) with larger recognition ads included.
- There is also a side by side **kik Biz Directory app**-with business category & alpha search options, images & thumbnails, website links and promotions.

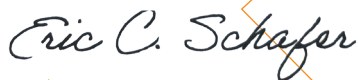
Both of these app directories are available on the web AND on the phone app to our families.

- The **kik Biz Directory Flipbook** is being introduced this year which will be available on our website for all to see.
 - Here we are able to showcase your larger format color feature TABS as well as full page and smaller size recognition ads - all in flipbook format
 - All recognition ads will be in full color
 - Images will be detailed and vibrant
 - Partners can showcase weekly specials in their recognition ads that can be accessed by fun ideas like:
 - Have a secret word that families discover in your recog. ad that when spoken at your business gives them the deal/discount of the week or day.
 - Finding the answer to a riddle and presenting it when purchasing
 - Presenting a school spirit item
 - Having presented the recognition ad gives them exclusive access to...
 - Have a link that goes to the weekly specials, menus or your website
 - Color in the ad and bring it in for a free kid's dessert
 - Or come up with your own idea
 - Direct contact links can be added

In such a grey time we believe that this online directory and flipbook will be the color spot that will grab our families' attention and encourage them to support your business, whether virtual or in-person once the shelter-in-place is lifted.

One of our board members will be reaching out to you to answer any questions.

Thank you again for your support,



Eric Schafer
kik Partners for Education Chair

**kentfield
invests in
kids**



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A Non-Profit Public Benefit Corporation
Federal Tax ID 94-2665-683



2020-2021
kik - Kentfield Schools Foundation
LOCAL BUSINESS PARTNERS CAMPAIGN

Support Local Schools & Build Your Business

- Bacich Elementary and Kent Middle Schools serve approximately 1,250 students in the community
- Both schools rank very high and have been recognized as California Distinguished Schools
- Most students graduating from Kent Middle School will attend Redwood High School
- The Kentfield School District has a population of over 10,000 and a median household income in excess of \$175,000
- California funding creates a gap of ~ \$1,800 per student that is needed to provide a leading enrichment curriculum

Pledge Your Partnership

	DIAMOND	EMERALD	PLATINUM	GOLD	SILVER	BRONZE
SUPPORTING PLEDGE	\$3500 Max Perks	\$2500 kik Perks	\$1500	\$900	\$600	\$375
AVAILABLE SPONSORSHIPS	6	8	12	15	30	LIMITED
SPONSOR BENEFITS						
Page Size	FEATURE PAGE COLOR	FEATURE PAGE COLOR	FULL PAGE COLOR	1/2 PAGE COLOR	1/3 PAGE COLOR	1/6 PAGE COLOR
Online Biz Directory/APP & Flipbook	●	●	●	●	●	●
Table Signage at all kik Events	●	●	●	●	●	●
Special Recognition Principals' Circle Party	●	●	●	●	●	●
Special Recognition at Crab Feed	●	●	●	●	●	●
Special Recognition at Spring Event	●	●	●	●	●	●
Special Recognition at Family Fun Day	●	●	●	●	●	●
Recog. Ad Spring Event Catalog	Full Page	Half Page				
Logo Hyperlink on kik Website	●	●	●	●	●	●
Online Biz Directory APP/Flipbook Feature Tab	●	●	●	●	●	●
Weekly Newsletter Inclusion	●	●	●	●	●	●
App Recognition Advertising	●	●	●	●	●	●
Mobile App Hyperlink to Your Website	●	●	●	●	●	●
Promotional Emails to Community	●	●	●	●	●	●
Recognition Banner at Bacich & Kent	●	●	●	●	●	●
'Share of Sales' Opportunity	●	●	●	●	●	●
Online App Digital Promotions	●	●	●	●	●	●
Exposure to 850 Marin Families	●	●	●	●	●	●
Recog. Ad in Web Biz Directory & App	●	●	●	●	●	●
Sponsor recognition on kikschoools.org	●	●	●	●	●	●
Sponsor Recognition Mobile Apps/Flipbook	●	●	●	●	●	●
Listed as kik Sponsor on Marketing Materials	●	●	●	●	●	●
kik Sticker for Business Window	●	●	●	●	●	●

ONE SPONSORSHIP - MULTIPLE OUTLETS

kik Biz Directory app



Mobile App Directory



kik Website



Your sponsorship also delivers thousands of interactive impressions at Parent and Student events

Back to School Night • Spring Auction • Crab Feed • Principal's Circle Dinner • Bacich & Kent School Performances



partner

2020-2021 DONATION FORM

kik-Kentfield Schools Foundation

LOCAL BUSINESS PARTNERS CAMPAIGN

kik Family Directory



Mobile App Directory



kik Website



Renewal PLEASE SEND IN FORM
 New **DEADLINE JUNE 1**

Solicitor Name: _____

CONTACT INFORMATION | Support Local Schools & Build Your Business

Name _____

Business Name to Appear in Print _____

Address _____

City/State/Zip _____ Phone _____

Email _____ Fax _____

URL _____

Signature _____

- Choose One Category Only**
- Accommodations/Travel
 - Automobile Services
 - Beauty/Health
 - Financial/Legal Services
 - General
 - Home/Garden
 - Kids/Family Services
 - Real Estate
 - Restaurants/Food/Beverage
 - Shopping/Retail

DONATION INFORMATION | Pledge Your Partnership

SUPPORT LEVEL	CHECK BOX	DISPLAY SIZE
DIAMOND	<input type="checkbox"/> \$3500 Max Perks	Color Tab
EMERALD	<input type="checkbox"/> \$2500 kik Perks	Color Tab
PLATINUM	<input type="checkbox"/> \$1500	Full Page (B/W Only)
GOLD	<input type="checkbox"/> \$900	1/2 Page (B/W Only)
SILVER	<input type="checkbox"/> \$600	1/3 Page (B/W Only)
BRONZE	<input type="checkbox"/> \$375	1/6 Page (B/W Only)
Recognition Ad Use of kik Logo	<input type="checkbox"/> \$350	add an additional amount

DISPLAY ART INFORMATION MUST SUBMIT ARTWORK BY JULY 20TH FORM DUE JUNE 1

I will supply all artwork Please use same art as last year

Same art, but minor text changes

Please create my art! \$50

Total amount to KSF for Ad plus Art \$ _____

Check is enclosed Mail to: **kik**-Kentfield Schools Foundation | 750 College Ave | Kentfield, CA 94904

Please Charge My Credit Card # _____ CSV# _____

Signature _____ Exp. Date _____

VISA MASTERCARD AMEX



kik—KENTFIELD SCHOOLS FOUNDATION
Partners for Education

Display Sizes 2020-2021

Artwork should be sent in **camera-ready PDF format**, sized accordingly.
Please send artwork to: **foundation@kentfieldschools.org**

Artwork that is not sent in the correct size or format may result in a graphics charge payable to an independent graphic design company.

<p>Tab Page Display Size: 5.75" x 7.75" ▼ Diamond \$3500 Color Tab Emerald \$2500 Color Tab</p>	<p>Tab</p>
<p>Full Page Display Size: 5.75" x 7.75" Platinum \$1500 B&W</p>	
<p>1/2 Page Display Size: 5.75" x 3.75" ▼ Gold \$900 B&W</p>	
<p>1/3 Page Display Size: 5.75" x 2.50" ▼ Silver \$600 B&W</p>	
<p>1/6 Page Display Size: ▼ 2.75" x 2.50" Bronze \$375 B&W</p>	