



Dear Business Owner,

It is with great pleasure that we are sending you the enclosed information about *Elgin Academy's Extravaganza Dinner and Auction*. The Extravaganza Dinner and Auction is the Academy's annual gala that raises funds to **provide mission critical support for Elgin Academy!**

The generosity of people like you is the reason Elgin Academy lives on today within the walls of the campus--academic excellence, robust fine arts and athletic programs, comprehensive opportunities in an ever changing and competitive world. *The community culture and energetic and innovative programs distinguish the EA of today and excite and encourage all to support the school in a variety of ways.* This opportunity would support our effort and create excellent opportunities for you!

Elgin Academy is a 501 (c) 3 organization and Extravaganza raises an average \$150,000 yearly, making it a top Illinois fund-raiser. Your donations to our silent and/or live auctions provide a **unique venue for your brand to gain exposure to an audience that has financial and professional capacity.**

In addition, we offer sponsorship and donation opportunities for every marketing budget. We believe that businesses, such as yours, who value education and want to provide schools with top-notch learning opportunities for today and future generations, are the perfect fit for our vision and goals. In supporting this effort, your name would be in front of top level individuals, many of whom already support your business.

Our Extravaganza Dinner and Auction is being held on March 16, 2013 at the Stonegate Banquet Centre, Hoffman Estates, IL. We will have 250+ guests paying \$135 to enjoy a gourmet meal, dancing and a memorable evening with both a silent and live auction. Items range from vacations and sports tickets to electronics and children's toys, fetching prices well above retail. The live auction is reserved for exclusive, unique auction items typically unavailable "off the shelf," which offer donors the most high-profile exposure through signage, print materials, and online advertising.

On behalf of the Committee, we hope that you will consider this request. Your support is vital to the community and The Elgin Academy Experience! Enclosed you will find a media kit outlining sponsorship, donation, and advertising opportunities. Your Extravaganza donation will communicate the quality of your brand to a select group of consumers in Fox Valley and greater Chicago, while also supporting a historic and much needed educational institution.

Sincerely,

George & Dani Smiley

Extravaganza 36 Co-Chairs

Seth Hanford

Head of School

Elgin Academy is a tax-exempt, not-for-profit educational institution under the provisions of Section 501(c)(3) of the Internal Revenue Code. Donations to Elgin Academy are tax deductible to the extent allowed by law.

(Tax ID #36-2205984)



Extravaganza 36 – “The Experience” March 16, 2013 at The Stonegate in Hoffman Estates

SPONSORSHIP PACKAGES

\$10,000 Platinum Sponsorship

Sponsor name and/or logo prominently displayed in advertisements including:

- Forty electronic rotating “Thank You” logo ads on BidPal handheld bidding devices
- Inclusion in all Extravaganza 36 websites, including nationwide Bidding for Good online auction site, social media announcements and e-mails.
- Sponsor promotion in video to be shown at Extravaganza 36 and on Elgin Academy website
- Inclusion in all Extravaganza 36 public service announcements
- Inclusion in all Extravaganza 36 press releases
- Full page advertisement for your business or message of support in Extravaganza 36 catalog
- Your company logo on all Extravaganza 36 printed materials
- Main stage signage and live on-stage public address system mentions on the day of the event
- Two premium tables at Extravaganza 36 (up to twenty seats)
- Invitation to the Extravaganza 36 Sponsors Campus Tour

\$5,000 Gold Sponsorship

Sponsor name and/or logo prominently displayed in advertisements including:

- Twenty electronic rotating “Thank You” logo ads on BidPal handheld bidding devices
- Main stage signage and live on-stage public address system mentions on the day of the event
- Sponsor promotion in video to be shown at Extravaganza 36 and on Elgin Academy website
- One premium table and valet parking at Extravaganza 36 (up to ten seats)
- Full page advertisement for your business or message of support in Extravaganza 36 catalog
- Your company logo on all Extravaganza 36 printed materials
- Invitation to the Extravaganza 36 Sponsors Campus Tour
- Inclusion in all Extravaganza 36 websites, including nationwide Bidding for Good online auction site, social media announcements and e-mails.

\$2,500 Silver Sponsorship

Sponsor name and/or logo prominently displayed in advertisements including:

- 10 electronic rotating “Thank You” logo ads on BidPal handheld bidding devices
- Live on-stage public address system mentions on the day of the event
- One premium table at Extravaganza 36 (up to ten seats)
- Half page advertisement for your business or message of support in Extravaganza 36 catalog
- Your company logo on all Extravaganza 36 printed materials

EXTRAVAGANZA 36 – “The Experience” March 16, 2013 at
The Stonegate Center in Hoffman Estates

\$1,250 Table Sponsorship

- One table at Extravaganza 36 (up to ten seats)
- Sponsor name listed in Extravaganza 36 catalog

\$1,000 Entertainment Sponsor

- Live on-stage public address system mentions on the day of the event
- Sponsor name listed in Extravaganza 36 catalog

\$1,000 Decoration Sponsor

- Sponsor name listed in Extravaganza 36 catalog

\$750 Online Auction Advertisement

- Sponsor ad on Bidding for Good online auction website and on Extravaganza 36 website

Sponsorship fees and artwork are due February 8, 2013.

To discuss sponsorship levels and benefits, please contact either:

Marnie Kut

Special Events Coordinator

847-695-0309 ext 257

mkut@elginacademy.org

A Tradition Since 1839



Elgin academy publications
Advertising Rates & Submission Specs



submission information

Methods of Delivery

All files are subject to review by our staff for printing or technical issues.

Files can be sent in any of the following ways:

E-mail If less than 6MB, it can be e-mailed to:
mkut@elginacademy.org

Mail CD-ROM **Elgin Academy**
350 Park Street
Elgin, IL 60120
Attn: Office of Extravaganza

please note

You must fill out and return the File Information Form (last page of this document) when you submit your Ad files.

You may return the completed form by email or mail.

Closing Dates

Space Reservation & Artwork Submission Deadline: **2/8/13**

Accepted Formats

- PDF/X (*Preferred*)
- EPS
- TIFF

File Checklist

- Embed all fonts and images.
- Bleeds should be set to .125 inches.
- PDFs must be press-ready & Hi-Res (300 dpi)
- EPS & TIFF files must be Hi-Res (300 dpi)

Questions/Concerns

Please direct all questions to the Office of Extravaganza:

T: (847) 695-0309 ext. 257

E: mkut@elginacademy.org

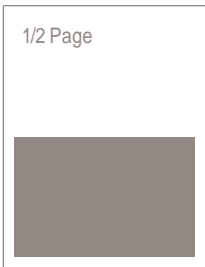
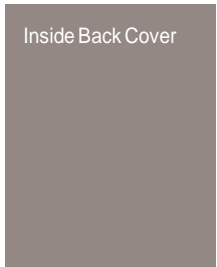
advertising rates

Ad Type	Rate
Inside Back Cover	\$1,000
Full Page	\$600
1/2 Page	\$300
1/4 Page	\$200
Business Card	\$150

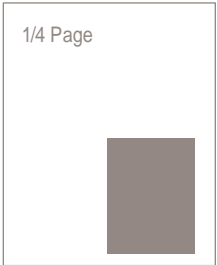
mechanical specs

Ad Type	Size	Size w/ Bleed

! please note
 Allow 1/8" over ad size for any portion of the ad that bleeds. Live copy & content should be 1/4" from edge.



! please note
 You may request a template for any of the available Ad sizes by contacting the Office of Development.



File Information Form

Extravaganza 36

350 Park Street
Elgin, IL 60120
T 847.695.0309



step 1 company information

Name & Address _____
company / organization name

street address _____ suite _____

city _____ state _____ zip _____

Phone & Fax _____
phone number _____ fax number _____

Contact Name & E-mail _____
contact name _____ contact email _____

step 2 file information

Ad File Name _____

File Type PDF/X EPS TIFF

Delivery Method CD-ROM Email

Size of Ad Inside Back Cover Full Pg
 1/2 Pg 1/4 Pg Business Card

Color 4-color B&W (ads will print in color format received)

ad rates:	
Inside Back Cover	\$1,000
Full Page	\$600
1/2 Page	\$300
1/4 Page	\$200
Business Card	\$150

- double check that:**
- Fonts & images are embedded
 - Bleeds are set to .125 inches
 - Files are Hi-Res (300 dpi)

step 3 advertiser agreement

I Agree Advertiser agrees to pay Elgin Academy \$_____ for an advertisement in
Extravaganza 36 Catalogue. Please make check payable to Elgin Academy.

I Agree Advertiser agrees to **provide electronic art to the Office of Extravaganza by 2/8/13**
or acknowledges that the Office of Extravaganza may use the space reserved.

Authorized Signature _____ Date _____

FOR INTERNAL USE ONLY

EA Representative _____

Date Ad Received ID Number

Notes & Information



Elgin Academy - Extravaganza 36

DONATION

Item name _____

Item Type* _____ **Category*** _____

Certificate None Included with form Donor will send software to generate

Item Received Donor will deliver Arrange pick up

Value _____ **Value Type** Estimable Priceless

Item description _____

DONOR

Business Individual

Business or Individual's name _____

Affiliate* _____ **Donor type*** _____ **Anonymous** No Yes

Address 1 _____

Address 2 _____

City, state, zip code _____ **Fax** _____

Phone 1 _____ **Phone 2** _____ **Email** _____

Donor notes _____

Contact person(s), if donor is a business

Contact 1 _____ **Phone** _____

Contact 2 _____ **Phone** _____

SOLICITOR

Name _____

Phone 1 _____ **Phone 2** _____ **Email** _____

Donor signature _____ **Date** _____

* indicates an optional picklist field. For picklist choices print report PICKLIST from general event reports.
Elgin Academy Tax ID # 36-2205984

Internal Revenue Service

Department of the Treasury

District
Director

Person to Contact: EO:TPA

ELGIN ACADEMY
350 PARK STREET
ELGIN, IL 60120

Telephone Numbers: 1-800-424-1040
312-435-1040

Refer Reply to: 90-1269

Date: May 9, 1990

RE: ELGIN ACADEMY
EIN: 36-2203984

This is in response to the letter dated March 22, 1990 regarding your status as an organization exempt from Federal income tax.

Our records indicate that a ruling letter was issued in July, 1941, granting your organization an exemption from Federal income tax under the provisions of Section 501(c)(3) of the Internal Revenue Code of 1954. Our records also indicate that your organization is not a private foundation but one that is described in Section 509(a)(1) & 170(b)(1)(A)(ii) of the Internal Revenue Code.

Contributions made to you are deductible by donors in computing their taxable income in the manner and to the extent provided in Section 170 of the Internal Revenue Code.

If your gross receipts each year are normally \$25,000 or more, you are required to file Form 990, Return of Organizations Exempt from Income tax by the fifteenth day of the fifth month after the end of your annual accounting period.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under Section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form F-990-T.

If any question arises with respect to your status for Federal income tax purposes, you may use this letter as evidence of your exemption.

This is an advisory letter.

Sincerely yours,



R. S. Wintrode, Jr.
District Director