



July 2011

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Executive Director

Nina A. Randall, APR

Dear Friends of Public Education:

For 28 years, Partners In Education, Inc. (PIE) has served the interest of children by bringing millions of dollars of additional resources and thousands of hours of volunteer services to public schools. Businesses, government agencies and community organizations donate staff time and expertise as well as make a cash contribution to schools under the Partners In Education program.

To continue these efforts, we ask you to support our annual fundraiser, *ClueLess on Las Olas*. This year's event is scheduled for Thursday, March 29, 2012 at Las Olas Boulevard and SE 9th Avenue. There are a variety of sponsorship opportunities available. Please scroll through the Sponsorship Package attached to this letter.

The event attracts approximately 500 participants and enjoys significant publicity through ads in the Miami Herald and other media outlets including radio and television, on-site banners and program book ads. We are confident that you will find the promotional opportunities of value to your organization.

ClueLess on Las Olas features an original mystery with seven clues to solve the whodunit. It is geared towards adults who work or live in downtown Fort Lauderdale and the surrounding area. Participants pick-up clues to the mystery in shops and restaurants on Las Olas Boulevard. The amateur sleuths also enjoy a street party and a silent auction. First, second and third place prizes are awarded randomly to participants who correctly solve the mystery.

To participate as a program sponsor, please contact Nina at 754-321-1974. We can review sponsorship benefits at each level of participation.

Sincerely,

Nina Randall, APR
Executive Director

COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800) 435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

Title Sponsorship - \$10,000

ClueLess On Las Olas 2012



- Exclusive sponsorship - only one Title Sponsor for the event
- Name on event - "Sponsor" Presents *ClueLess On Las Olas*
- Exhibit space to display company literature/products at event (optional)



- Company name incorporated into the mystery
- Twenty (20) complimentary tickets to the event
- Company logo prominently featured on event registration forms, on event shirts, 300 publicity posters displayed at sponsor locations, in offices and public places throughout the County and on promotional newspaper ads



- Half-page advertisement in event program (sponsor to provide camera ready art)
- Option to insert company's promotional items in event gift bags (key chains, pens, magnets, discount coupons, etc.)
- Company name recognition on Partners In Education Web site (www.browardpartners.com)
- Recognition in all pre and post event publicity and press releases
- Banner displayed at event and company name and logo on event signage
- Event poster signed by the artist
- Opportunity to provide prizes for the silent auction



Signature Sponsorship - \$5,000

ClueLess On Las Olas 2012



- Exclusivity of business type within this sponsorship level
- Exhibit space to display company literature/products at event (optional)
- Company name incorporated into the mystery
- Twelve (12) complimentary tickets to event



- Company logo prominently featured on event registration forms, on event shirts, 300 publicity posters displayed at sponsor locations, in offices and public places throughout the County and on promotional newspaper ads
- Quarter-page advertisement in event program (sponsor to provide camera ready art)



- Option to insert company's promotional items in event gift bags (key chains, pens, magnets, discount coupons, etc.)
- Recognition on Partners In Education Web site
- Recognition in all pre and post event publicity and press releases
- Banner displayed at event and company name on event signage
- Opportunity to provide prizes for the silent auction.



Super Sleuth Sponsorship-\$3,000

ClueLess On Las Olas 2012



- Exhibit space on Las Olas to display company literature/products at event (optional)
- Eight (8) complimentary tickets to event
- Company logo featured on 300 publicity posters displayed at sponsor locations, in offices and public places throughout the County



- Business card size advertisement in event program (sponsor to provide camera ready art)
- Option to insert company's promotional items in event gift bags (key chains, pens, magnets, discount coupons, etc.)



- Recognition on Partners In Education Web site
- Recognition in all appropriate pre and post event publicity and press releases
- Banner displayed at event and company name on event signage
- Opportunity to provide prizes for the silent auction



Private Eye Sponsorship - \$1,000

ClueLess On Las Olas 2012



- Exhibit space to display company literature/products at event (optional)



- Four (4) complimentary tickets to event
- Recognition in Partners In Education web site
- Recognition in all appropriate pre and post event publicity and press releases
- Option to insert company's promotional items in event gift bags (key chains, pens, magnets, discount coupons, etc.)



- Company name listed in event program and event signage
- Opportunity to provide prizes for the silent auction



Gumshoe Sponsorship - \$500

ClueLess On Las Olas 2012



- Two (2) complimentary tickets to event
- Company name listed in event program and on event signage
- Opportunity to provide prizes for the silent auction

