

WINTER FAMILY FUN FEST



SPONSORSHIP GUIDE

AT BGC LONDON
MARCH 2, 2025

[MONTESSORI.ON.CA/FUNFEST](https://montessori.on.ca/funfest)



Montessori
ACADEMY OF LONDON

WINTER FAMILY FUN FEST

EVENT DETAILS

Date: Sunday, March 2, 2025

Time: 10am to 2pm

**Location: BGC London (Boys and Girls Club London)
184 Horton Street East, London ON N6B 1K8**

Montessori Academy of London is pleased to launch our fourth Winter Fair event. This year we are hosting it at BGC London (Boys and Girls Club London). The event will appeal to all ages of our students from Toddler to Grade 8 – and bring families of our school and the broader community together for a day of fun, games, swimming and magic!

As a non-profit organization, we are committed to re-investing in our school for the benefit of our students, families, and greater community. Tuition fees alone do not fully cover the expense of running our school. Fundraising events such as this one help us invest in the longevity of our school and bring special projects to life.

Montessori Academy of London is a registered charity offering alternative, Montessori education, and early childhood programs.

Fundraising events such as these help us achieve our Mission to cultivate experiences that inspire compassion and a love of learning.





MARKETING

Audience: Over 345 students, families and surrounding community members.

Expected Attendance: 250-300

Marketing: The direct audience for the event include over 345 current students and their families (900+ individuals), more than 1,000 alumni, alumni families, and community partners. We anticipate the event will attract over 500 attendees throughout the afternoon. Promotions will include targeted communications to our stakeholders through e-newsletters (500+ email addresses with a 80% open rate), print collateral, and social media.

Montessori Academy of London's Social Media accounts have an audience of over 15,000 followers (13,535 Facebook, 1,852 Instagram, and 886 LinkedIn).

ENTERTAINMENT





ABOUT OUR SCHOOL

Montessori Academy of London is a registered charity offering accredited Montessori and Early Years education to families in London and the surrounding area.

Founded in 1968, Montessori Academy of London now has five locations within London serving over 345 students from Toddler through to Grade 8.

Our licensed Early Years programs start with Toddler (18 months old) and include our Casa classrooms (Ages 3 to 6 years old). The Elementary School Program offers Grade 1 through 8.

Why Montessori?

Montessori is an evidence-based education approach that has been in practice since it was developed by Dr. Maria Montessori in the early 1900's. This child-centered education method is designed to help children reach their full potential, at their own pace, all while being inspired to love learning.

Montessori education places the child's social, emotional and intellectual development at the forefront, helping them mature into compassionate, confident and responsible adults.



Montessori
ACADEMY OF LONDON

Fast Facts

345 Students

5 Locations

16 Classrooms

65 Full Time Employees

56 Years of Service

Vision

A global community where everyone belongs.

Mission

To cultivate experiences that inspire compassion and a love of learning.

Values

Montessori
Curiosity
Respect
Community

SPONSORSHIP AT A GLANCE

| Sponsorship Benefits | Platinum \$2,000 | Gold \$1,000 | Silver \$500 | Bronze \$250 |
|--|---------------------|-----------------|-----------------|-----------------|
| Naming opportunity ("Presented By") | ✓ | | | |
| Name included in all marketing materials | ✓ | | | |
| Logo on ticket confirmation email | ✓ | | | |
| Exclusive, Sponsor provided, signage in visible location at event (ex. pull-up banner by DJ booth) | ✓ | | | |
| Logo on event web page (Montessori.on.ca/fun-fest) | ✓ | ✓ | | |
| Name and logo on promotional poster (print and digital) | ✓ | ✓ | | |
| Complimentary tickets | 4 | 2 | 1 | |
| Promotional display or presence at event (Table, Booth, Vehicle) | ✓ | ✓ | | |
| Logo on Sponsor sign at event | ✓ | ✓ | ✓ | |
| Name on Sponsor sign at event | | | | ✓ |
| Exclusive social media posts | 2 | 1 | | |
| Option to contribute promotional items for event prizes | ✓ | ✓ | ✓ | ✓ |
| Logo in sponsorship listing on website and in school e-newsletter | ✓ | ✓ | ✓ | |
| Name in sponsorship listing on website and in school e-newsletter | | | | ✓ |



SPONSORSHIP LEVELS

PLATINUM \$2,000

- Naming opportunity ("Presented by")
- Large logo on event poster
- Two social media posts introducing you as a Platinum Sponsor
- Large logo on sponsor sign at event
- Exclusive signage at the event (sponsor provided)
- Logo on ticket confirmation email (sent to all attendees)
- Opportunity for promotional table/presence at event
- Name listed in all marketing materials related to the event, including and not limited to: e-newsletter, social media, website
- Four complimentary tickets






GOLD \$1,000

- Name listed in sponsor listing in marketing materials including: e-newsletter, social media, website
- One social media post introducing you as a Gold Sponsor
- Medium logo on promotional poster
- Medium logo on sponsor sign at event
- Opportunity for promotional table/presence at event
- Opportunity to include promotional materials at the event (flyers, marketing giveaways etc.)
- Two complimentary tickets

SILVER \$500

- Name listed in sponsor listing in marketing materials including and not limited to: e-newsletter, social media, website
- Name listed in sponsor listing on social media
- Small size logo on sponsor sign at event
- Opportunity to include promotional materials at the event (flyers, marketing giveaways etc.)
- One complimentary ticket

BRONZE \$250

- Name listed in sponsor listing in marketing materials including and not limited to: e-newsletter, social media, website
 - Name listed on sponsor sign at event
 - Opportunity to include promotional materials at the event (flyers, marketing giveaways etc.)
- 



For Sponsorship Inquiries

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