



Montessori
ACADEMY OF LONDON

SPONSORSHIP GUIDE

Spring Fling *

Family DANCE Party

Saturday, April 25th, 2026

1pm to 5pm

The Grove - Western Fair District

900 King St., London, ON

ALL AGES





Montessori
ACADEMY OF LONDON

ABOUT THE EVENT

SATURDAY, APRIL 25TH, 2026

Montessori Academy of London is thrilled to launch our newest community celebration – the Spring Fling Family Dance Party!

This vibrant event invites children from Toddler through Grade 8 to dance and celebrate with their friends, parents, and family members in a joyful, inclusive atmosphere.

Held in the spring, this event brings together over 200 families from our school and the broader London community for an afternoon of music, movement, and connection. With age-appropriate tunes, interactive activities, and a welcoming environment, the Spring Fling promises to be a memorable experience for all.

Sponsorship of this event offers a unique opportunity to connect with a highly engaged audience of families and community members.

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

Tuition fees alone do not fully cover the expense of educating a child. Fundraising events such as these help us achieve our Mission – to cultivate experiences that inspire compassion and a love of learning – and your sponsorship helps make that possible.



MARKETING

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

Expected Attendance: 250–300

Marketing: The direct audience for the event includes 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 200 attendees. Promotions will include targeted communications to our stakeholders through e-newsletters delivered directly to 477 parents through our school parent app, print collateral, and social media.

Montessori Academy of London's Social Media accounts have an audience of over 16,000 followers:

- 13,535 Facebook
- 2,060 Instagram
- 1,032 LinkedIn





ABOUT OUR SCHOOL

Fast Facts

345 Students
5 Locations
16 Classrooms
65 Full Time Employees
57 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

Charitable Registration #
1052 29124 RR0001

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 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-centred 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.





SPONSORSHIP OPPORTUNITIES

* PRESENTING SPONSOR \$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)
- 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, ticket confirmation emails to guests
- Four complimentary tickets

* GOLD SPONSOR

- Name listed 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
- Two complimentary tickets

\$1,000

* SILVER SPONSOR

- Name listed 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
- One complimentary ticket

\$500

* BRONZE SPONSOR

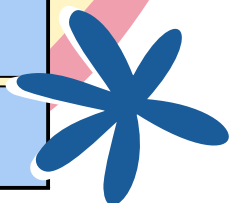
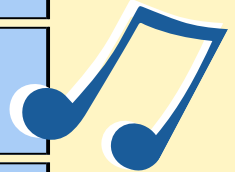
- Name listed in marketing materials including and not limited to: e-newsletter, social media, website
- Name listed on sponsor sign at event
- Opportunity to include promotional materials at the event.

\$250



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 tickets/ticket confirmation email	✓			
Exclusive (Sponsor provided) signage in prominent location at event	✓	✓		
Logo on event web page	✓	✓		
Logo on promotional poster	✓	✓		
Promotional presence (display, vehicle, table, etc.) at event	✓	✓		
Logo on sponsor sign at event	✓	✓	✓	
Name on sponsor sign at event	✓	✓	✓	✓
Social media acknowledgement	2	1		
Option to distribute promotional giveaways to event attendees	✓	✓	✓	✓
Logo in sponsorship listing on website and in school electronic newsletter	✓	✓		
Name in sponsorship listing on website and in school electronic newsletter	✓		✓	✓
Complimentary tickets included with sponsorship	4	2	1	





FOR SPONSORSHIP INQUIRIES

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Montessori
ACADEMY OF LONDON

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🌐 montessori.on.ca/spring-fling
📱 @MontessoriAcademyOfLondon

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