



Let's Hit a Home Run Advertising Opportunity – Auction 2010

November, 2009

Dear Friend of the Lycée:

On behalf of the Lycée Français La Pérouse we invite you to be an advertising sponsor for our Annual Benefit Auction. Our auction will be held on March 19th, 2010, at the world famous AT&T Park, Home of the San Francisco Giants.

In addition to our other advertising opportunities, this year the Lycée Français La Pérouse is instituting "Shop, Dine and Sleep Local". In an effort to more ably assist our loyal donors and advertisers, we have established this program to directly drive our audience to your establishment. This is an excellent opportunity for you to promote your business to our target audience of over 1200 San Francisco and Marin residents.

What The Shop, Dine and Sleep Local program provides our community with exclusive discount offers from select San Francisco and Marin businesses. The discounts will be compiled as a one-time redeemable coupon in a brochure and will be sent to over 900 Lycée families, staff and faculty, as well as alumni, sponsors and supporters of the school.

When The catalogue will be distributed to our supporters in March 2010 and the coupons will be redeemable until March 2011.

How To participate; create a discount offer comparable to the following examples:

Retail establishments: Receive a 10% discount with the purchase of \$50 or more; or, Receive a special gift with the purchase of \$50 or more.

Restaurants: Receive a complimentary dessert with purchase of appetizer and entrée; or Receive a complimentary appetizer with the purchase of two entrees.

Hotels: Receive a third night half-price with a two-night stay; or, Complimentary breakfast with a two-night stay.

Lycée Français La Pérouse is an independent school with over 900 students on three campuses in San Francisco and Corte Madera. Your support is very important to our success. Through the sale of business advertisements or sponsorships, we hope to offset the costs of the event and assure that all funds raised the night of March 19th will be used to benefit the school.

Help to ensure continued academic excellence while at the same time promoting your business and services. Please feel free to contact us with any questions.

Sincerely,

Nathalie Hautavoine
Development Associate
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nhautavoine@lelycee.org

Volunteer Parent



Let's Hit a Home Run Advertising Opportunities - Auction 2010

SHOP, DINE AND SLEEP LOCAL

____ \$ 200 Business card-sized black & white coupon (1.7" x 5.5"). Please provide the copy for your discount offer. Include any restrictions that might apply :

CATALOGUE ADVERTISING

____ \$1,800 Back Cover **color** (5.5"x 8.5")

____ \$1,000 Inside Front Cover **color** or ____ \$ 750 Black & White (5.5"x 8.5")

____ \$1,000 Inside back cover **color** or ____ \$ 750 Black & White (5.5"x 8.5")

____ \$ 750 Interior full size **color** or ____ \$ 500 Black & White (5.5"x 8.5")

____ \$ 300 Half size Black & White (2.75" x 4.25")

____ \$ 200 Business card Black & White (2" x 3.5")

ONLINE AUCTION LOGO PLACEMENT

____ \$ 750 Home page of online auction website with link to your business website

WE NEED YOUR PHOTO FILE (jpeg 300 DPI please) **BY FEBRUARY 12th WITH PAYMENT**. Checks should be made payable to the Lycée Français La Pérouse and mailed to Nathalie Resnick at 755 Ashbury Street, San Francisco, CA 94117. Please include this form with your check and ad.

Company Name _____ Contact _____

E-mail _____ Telephone _____

Total Payment \$ _____