



2022-2023

Community Partner Campaign

June 1, 2022

Dear Memorial Elementary Community Member,

Our Neighborhood School, Memorial Elementary, holds an important place in Houston's history. Nestled in what is today Memorial Park, it rests on what was once the grounds of Camp Logan, a WWI training ground for African American soldiers. Memorial has seen the community and neighborhood around it grow and change since it was founded in 1926.

The school has a dedicated staff that serves a diverse student body – over 70% of which are considered economically-disadvantaged. Given this, along with budget cuts and spending restrictions, **our school's current and future academic success depends on community support** to help fill gaps for special programs and projects not funded by Houston Independent School District (HISD) or the Texas Education Agency (TEA). Your generous support can completely fund and/or supplement curriculum enrichment, education programs that focus on developing well-rounded, global citizens, and enhance community building activities.

In the last several years, Memorial has become a gem within HISD. It has **risen from a C-rated school in 2016-17, to earning an "A" with TEA in 2018-19**, awarded a National Blue Ribbon Award by US Dept. of Education in 2020, is a certified Dual Language School, and is on track to be fully accredited as an International Baccalaureate World School by the end of this year.

It is now a neighborhood school of choice and is Platinum Level Certified as a Family Friendly School within HISD. In four short years, Memorial turns 100 years old! Help us honor the history of the school by supporting capital improvements, and providing the highest quality whole-child education experience for our growing number of diverse and deserving student. **Memorial PTO appreciates your thoughtful consideration of a tax-deductible donation** to the school by becoming a Memorial Mustang Community Partner.

Memorial PTO is committed to increasing your company's exposure to the Memorial community through various events during the school year. See the attached for more information on becoming a Memorial Mustang Community Partner.

Again, Memorial Elementary appreciates your consideration in donating to **help leave a legacy of excellence in education for our children.**

Jose Cordova
Memorial Principal

Courtney Jennaro
PTO President

www.MemorialPTO.com

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Memorial Mustang Community Partner Levels 2022-2023

Level Benefits	Platinum \$2,500	Gold \$1,500	Silver \$500	Bronze \$250
Name/Logo/URL on sponsor page of PTO website				
Company/Family Name/Logo/URL in Stampede Newsletter sent to 580+ contacts	Monthly	Monthly	Once per quarter	
Monthly shout out on PTO's social media platforms				
Ad in school yearbook (content approved by PTO and Principal)	Full page	Half page	Name Only	
Provide Sponsorship banner to be hung on school gates				
Exclusive Naming Rights for a project of event (i.e. Science Night, Monster Math, etc.)				

Sponsor a Fall Festival Item!

with naming rights

Fall Festival will be held Saturday 11/5/22 and will be open to the public

Prizes: \$300	Small Inflatable \$400	Photo Booth: \$500	Large Inflatable \$700
4 opportunities	2 opportunities	1 opportunity	1 opportunity

Memorial ES Parental Teacher Organization (aka Memorial PTO) is a 501(c)3 organization and your donation is tax deductible. IRS EIN #76-0637020. Contact PTO Treasurer to request a donation receipt. Donations may be made online or by filling out the attached form.

Memorial PTO's digital reach are as follows:

- Website: www.MemorialPTO.com
 - Partnership Sponsorship listed at: <https://www.memorialpto.com/mustang-partners>
 - 1 Year Traffic - 1.63K unique visitors | 6.3K page visits | 3.09 min average session
- Facebook: <https://www.facebook.com/MemElementaryPTO/>
 - 501 Page Followers
 - 1 Year Results - 4,100 Page and Profile Visits | 20,212 Facebook impressions
- Instagram: <https://www.instagram.com/memelementarypto/>
 - 319 Followers | 956 posts
 - 1 Year Results - 3,459 Profile Visits | 6,868 Instagram impressions
- Memorial Bi-Weekly E-Newsletter "Mustang Stampede"
 - As of 5/19/22, 598 subscribers
 - Open Rate for 21-22 school year ranges from 281-349, 46.99% - 58.36% open rate

Complete the below and mail with a check payable to:

Memorial PTO, 6401 Arnot Street, Houston, TX 77007

Company Name _____

Name listed for Recognition: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Company Website: _____

Please circle Sponsorship Level	Bronze	Silver	Gold	Platinum
	\$250	\$500	\$1,500	\$2,500

	Small	Large
Individual Sponsorship	\$200	\$300
Full Festival Item	\$400	\$700

Prefer to do this online?

You can complete your sponsorship at: <https://www.MemorialPTO.com/donate>