



August 7, 2022

Dear Friends of Riverside High School:

The Riverside High School Parent Teacher Student Organization (RVHS PTSO) seeks to partner with area businesses to maximize the educational experience of our Riverside High School students, parents and teachers through recognition, academic enhancements and school support. Riverside High School was founded in 2015 and currently our school community consists of 1,870+ students, 225 staff members, as well as thousands of parents and community supporters.

The RVHS PTSO provides Technology, Teacher/Staff Grants, Student Scholarships, Lambs to Rams Mentor Program, Eagle Scout/Girl Scout Grants, Library Books and Furniture, Trees/Landscaping, Hospitality, Café Furnishings, Main Hallway Displays and Seating, Charging Stations, Parking lot Flags, Jumbotrons for Graduation and so much more.

Your business partnership will strengthen and amplify the support we provide to Riverside High School students and teachers, while promoting your business through strategic marketing channels focused on advertising your brand to thousands of potential customers within our Riverside community and beyond. At the same time, your investment and collaboration in the continuation and enhancement of the RVHS PTSO's efforts will be widely promoted. RVHS PTSO is classified as a Public Charity and is exempt from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code. All eligible contributions made payable to RVHS PTSO are tax deductible under Section 170 of the Code.

We offer four levels of partnerships- see below:

RAM Platinum-Exclusive; RAM Silver; RAM Royal Blue; RAM Red

Please see the attached Annual Business Partnership Sponsorship Levels form for detailed benefits of each. Also enclosed is the Annual Business Partnership Agreement to complete, which will secure your spot as a valued business partner!

We are grateful for your consideration to support and enhance programs for students and teachers at Riverside High School! Please feel free to contact us with questions/comments and discuss a strategic partnership with RVHS - email: RiversideHighPTSO@gmail.com; phone: **703-254-3370**.

We look forward to hearing from you soon!

Kindly,

Libby Kinstle

Libby Kinstle
RVHS PTSO President

Riverside High School (RVHS) PTSO

Annual Business Partnership Sponsorship Levels

\$3,000 RAM PLATINUM - EXCLUSIVE Level Business Partner includes the following benefits:

- **All RAM ROYAL BLUE level benefits**
- **Exclusive** sponsorship in the business category, as determined by RVHS PTSO, such that no other same category business could be advertised or promoted by the PTSO. More than one business can be a Platinum Level Exclusive Partner, as long as they fall into a different business category, as defined by RVHS PTSO. A current Platinum Level Exclusive Partnership is given first right of refusal to continue the Platinum Level Exclusive Partnership the following year.

\$1,500 RAM ROYAL BLUE Level Business Partner includes the following benefits:

- **All RAM SILVER level benefits**
- Company spotlight on RVHS PTSO Facebook page throughout the entire current school year
- Like/ Posts from RVHS PTSO Facebook page about your company
- Invitation to display business info at RVHS PTSO events

\$750 RAM SILVER Level Business Partner includes the following benefits:

- **All RAM RED level benefits**
- Company spotlight on RVHS PTSO Facebook page throughout the entire current school year
- "Like" from RVHS PTSO Facebook page to your company

\$250 RAM RED Level Business Partner includes the following benefits:

- Company logo displayed in RVHS Lobby
- Company logo and link on the RVHS PTSO web page for the current school year
- Company logo and link on RVHS PTSO Facebook, Twitter, Instagram for the current school year
- Company logo listed in RVHS PTSO email blasts to parents/guardians for the current school year

****Note:*** Any business who signs up for the Royal Blue or Red would be required to acknowledge that this partnership could be terminated if an alternate business in the same category, was to sign up for a Platinum Exclusive Level Partnership. Should this occur at any time during the year, their sponsorship fee would be refunded on a prorated basis.

Business Partnerships are subject to approval by the Riverside High School PTSO. Riverside High School PTSO is classified as a Public Charity and is exempt from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code. All eligible contributions made payable to RVHS PTSO are tax deductible under Section 170 of the Code (EIN is 47-3483796).

Riverside High School (RVHS) PTSO

Annual Business Partnership Sponsorship Agreement

Company Name: _____

Contact Name/Title: _____

Address: _____

City/State/Zip: _____

Phone Number: _____ Email: _____

Website: _____

FB: _____

Twitter: _____

Instagram: _____

Selected Sponsorship (please initial your choice):

_____ **RAM PLATINUM – EXCLUSIVE - \$3,000**

RVHS PTSO has sole discretion to determine which category a business falls into, and whether two or more businesses are considered the same.

Current Platinum Exclusive level partners are given first right or refusal to continue the Platinum Exclusive level partnership the following year. A new sponsor agreement and payment must be submitted by the Platinum Exclusive partner by August 26, 2021.

_____ **RAM ROYAL BLUE - \$1,500**

A Royal Blue level business sponsor may be terminated if a business within the same category signs up for a Platinum Exclusive Level Partnership. This may occur at any time during the year however, their sponsorship fee would be refunded on a prorated basis.

_____ **RAM SILVER - \$750**

A Silver level business sponsorship may be terminated if a business within the same category signs up for a Platinum Exclusive Level Partnership. This may occur at any time during the year however, their sponsorship fee would be refunded on a prorated basis.

_____ **RAM RED - \$250**

A Red level business sponsorship may be terminated if a business within the same category signs up for a Platinum Exclusive Level Partnership. This may occur at any time during the year however, their sponsorship fee would be refunded on a prorated basis.

Sponsor Name: _____

Effective Date: _____ **thru** _____

Terms of Partnership:

Sponsorships will be available throughout the year, a calendar year is defined as August 1st through June 30th. Sponsorship fees will be prorated as follows: 100% from Aug 1st through December 31st; 50% from January 1st through June 30th.

Please mail this form along with your tax-deductible check made payable to:
Riverside High School PTSO
19019 Upper Belmont Place, Leesburg, VA 20176

Or contact us via email to pay by credit card for your convenience:
RiversideHighPTSO@gmail.com

Business Partnerships are subject to approval by the Riverside High School PTSO.
We are a 501(c)(3) charitable non-profit organization and our EIN/Tax ID is 47-3483796.

All creative assets/logos will be acquired in a jpeg format.

RVHS PTSO will not edit or format any copy/logos/digital marketing, but merely post the creative assets as provided.

By signing this agreement, I acknowledge that I have read and agree to the selected sponsorship initiated above, and the benefits listed on the *Annual Business Partnership Sponsorship Levels* form.

Signature of Approval - Authorized Business Representative

Date: _____

Signature of Approval - Riverside High School PTSO Chair

Date: _____

Our sincerest gratitude for your sponsorship!