



Let's face it – There is no shortage of great causes that you are asked to support. But this one is hard to resist:

***Demonstrating that California public schools can, once again,
be on the cutting edge of success and innovation!***

Marin School of the Arts (MSA) is an award-winning magnet arts program that provides talented and motivated public high school students with a place to work hard and develop their skills in creative writing, dance, music, drama, musical theater, video, film, and visual arts. Located within **Novato High School**, in a district with the lowest levels of public funding in the county, MSA draws students from all parts of Marin County and beyond.

Running a public school program of this quality, ***especially in this funding environment***, requires a visionary community, creativity, hard work and generosity. That is where inspired community supporters like you come in!

We invite you to participate in supporting MSA as an auction donor or sponsor. Our major event, Showcase '10 will be held March 13, 2010, for an audience of more than 400. The Showcase features our young musicians, artists, filmmakers, dancers and thespians, and this event helps raise the funds vitally essential for basic supplies, instruments, instruction, and so much more.

Leading up to Showcase '10, we host an innovative, three week online auction, **widely and intensively advertised to a growing community of more than 800 public education arts supporters** who multiply donors' promotional value when they forward the website, inviting friends to join in the bidding. The 2010 **online auction will run from March 9-29.**

As a donor to the MSA Showcase – or as an Event Sponsor/Underwriter – you will receive repeated exposure well beyond that of a traditional silent auction. Your business will be included in weekly e-mails to encourage participation and to spread word about the auction. As an added bonus, we will post a logo or picture from your business, and, if desired, a live link to your own web site.

The sooner you sign on, the more promotion you will enjoy as a generous Donor or Sponsor.

MSA depends on the funds raised through this event. All the labor is freely volunteered by a host of parents and well wishers. We strive exceptionally hard to control every cost so that your donated dollars go directly where you want them: to impact kids and improve and support the programs they receive.

We know you receive many solicitations and thank you in advance for considering the gift of support for arts in the public schools. To donate an item or gift certificate or to request information about becoming an Event Sponsor, please return the enclosed Donor Form today – or, at the latest, by January 28, 2010.

Very sincerely yours,

Lisa Canin,
Showcase '10 Auction Chair & MSA Board Member

Marin School of the Arts at Novato High School
625 Arthur Street, Novato, California 94947 (415) 892-7915 fax: (415) 898-2418
www.marinschoolofthearts.org or info@marinschoolofthearts.org
MSA Foundation is a Non-Profit Tax Exempt 501(c)3 corporation: Tax ID No: 51-0490730



Marin School of the Arts (MSA) was established in 2002. In just seven years, our enrollment and program offerings have more than doubled. MSA is a part of Novato High School, drawing from a diverse student population in a “low wealth” public school district—one that is among the districts receiving the lowest levels of per pupil state and local funding.

In the face of dramatic threats to public education, MSA has demonstrated what a group of inspired educators, administrators, and students can achieve, with equal measures of energy, enthusiasm, vision, dedication and a great deal of community support.

Current programs:

- ❖ Dance: ballet, modern, jazz, social, tap, contemporary, world
- ❖ Instrumental Music: concert, jazz, rock, chamber, theory, ear training
- ❖ Vocal Music: jazz choir, treble choir, chamber, theory, ear training
- ❖ Musical Theater
- ❖ Drama
- ❖ Creative Writing
- ❖ Visual Arts: painting, drawing, ceramics
- ❖ Digital Arts, Film & Video: photography, video, animation, claymation

Selected Program Awards and Achievements

- 2006 California Department of Education Demonstration School
- 2007 California State Golden Bell Award for Outstanding Visual and Performing Arts
- 2007 Marin County Teacher of the Year
- 2007 State Teacher of the Year Finalist
- 2008 GRAMMY Signature School Finalist
- 2008 Finalist for California Technical Education Grant to build a broadcast television studio at Novato High School

Recognition of Student Achievement

- ❖ Students provide 25 hours or more community service for each year they are enrolled.
- ❖ 76% of MSA students earn a 3.0 GPA or above.
- ❖ 21% of MSA students maintain a 4.0 GPA or above.
- ❖ Of the three classes graduating students who attended MSA for four years: Our 2006-2008 graduates have earned \$5.2 million in college scholarships

Marin School of the Arts Showcase 2010: Auction Donor Form
MSA Foundation is a 501(c)3 organization: Tax ID# 51-0490730

Yes! We want to partner with Marin School of the Arts by providing a sponsorship or online auction item. Here is our Donor Information (for acknowledgement & marketing):

Business/individual donor name: _____

Contact person if different from above: _____

(Business) Address: _____

City: _____ Zip: _____

Phone: () _____ Fax: () _____

E-Mail: _____

URL for Company Website: _____

I/My business would like information about being an Event Sponsor; please contact me directly using the contact information above. I have looked over Event Sponsorship information on the other side of this sheet.

I/My business would like to donate the item(s) described below. Please complete all 4 items:

1) The retail value of the online auction item(s) is: \$ _____

2) Name and description of the auction item(s):

3) Identify any important restrictions on use of the item(s) (applicable/expiration dates, exclusions):

4) Check one of the boxes below:

- I am enclosing a gift certificate.
- This form will be honored as a gift certificate for winning bidders.
- Please contact me to arrange to pick up my silent auction item (if not a gift certificate).

Donor Signature: _____ Date: _____

Logo or marketing-related photo for online catalog: If desired, e-mail your logo or photos (.jpg or .gif at 300 x 300 pixels) to: hofmoan@aol.com

Please return this form by January 20, 2010 to:

Lisa Canin, MSA Showcase '10 Auction Chair
1037 San Anselmo Ave.
San Anselmo, CA 94960

Questions? Contact Lisa Canin at (415) 457-1673 or hofmoan@aol.com.

THANK YOU! An acknowledgment letter will be sent after the auction opens.

MSA SHOWCASE '10 SPONSORSHIP LEVELS

TITLE SPONSOR **\$5,000**

- ❖ Premium placement of logo/name in on-line auction during four-week run
- ❖ Full-frame logo/name placement preceding promotional video shown at event
- ❖ Logo/name featured first in Showcase email blasts
- ❖ Corporate banner at event
- ❖ Name listed first among supporters in promotional materials and newsletter
- ❖ Full-page color ad in commemorative event program
- ❖ Corporate table for four with premiere seating

PLATINUM SPONSOR **\$3,000**

- ❖ Featured placement of logo/name in on-line auction during four-week run
- ❖ Logo/name placed preceding promotional video shown at event
- ❖ Logo/name featured in Showcase email blasts
- ❖ Corporate banner at event
- ❖ Name listed in promotional materials and school newsletter
- ❖ Full-page ad in commemorative event program

GOLD SPONSOR **\$2,500**

- ❖ Logo/name placed in on-line auction during four-week run
- ❖ Logo/name placed preceding promotional video shown at event
- ❖ Logo/name featured in Showcase email blasts
- ❖ Name listed in promotional materials and school newsletter
- ❖ Full-page ad in commemorative event program

SILVER SPONSOR **\$1,000**

- ❖ Logo/name placed in on-line auction during four-week run
- ❖ Logo/name placed preceding promotional video shown at event
- ❖ Half-page ad in commemorative event program
- ❖ Name listed in promotional materials and school newsletter

PATRON OF THE ARTS **\$500 - \$999**

- ❖ Name placed in on-line auction during four-week run
- ❖ Name listed in commemorative event program and school newsletter

FRIEND OF THE ARTS **\$250 - \$499**

- ❖ Name listed in commemorative event program and school newsletter

For more information on sponsorship opportunities, please contact MSA Foundation Board
President Richard Pechner, rpechner@marinschoolofthearts.org