



Dear Future Community Partner:



Thank you for your interest in becoming a **Kids Tag Art Pinellas** sponsor for the 2020-2021 school year. As you know, public school teachers routinely go out of pocket for classroom supplies. Kids Tag Art Pinellas helps bridge the gap while celebrating student artists by:

- Providing much-needed funding for elementary art classrooms and college scholarships
- Giving students the opportunity to be a real-world designer by creating front license plate designs which can be printed
- Awarding winners in a juried art competition, with students from each school receiving a medal at a formal awards ceremony

For many children, the Kids Tag Art Pinellas award ceremony is their first experience being recognized for a special achievement.

We rely on tax-deductible donations from community partners to make this program a success. **Sponsorship opportunities include being the featured logo on all printed front plates and exclusive advertising on an insert mailed with all motor vehicle registration renewals Pinellas County for an entire year (approximately 575,000).** We've enclosed a complete list of sponsor benefits in this packet.

During the 2019-2020 school year, elementary art teachers received hundreds of dollars each from Kids Tag Art Pinellas and used the funds to purchase paint, markers, aprons, sculpture wire, glass craft paper, tessellation templates, and more.

100% of participating teachers said they recommend the Kids Tag Art Pinellas program. Here are just a few comments from participating teachers:

*"I love that it provides money for our classroom and the students really enjoy creating the tags and working like a designer."*

*"I love that kids get to experience actually creating something that is made into a product."*

*"[Kids Tag Art Pinellas] is very well organized from start to finish. We love having the opportunity to earn more money for our department."*

Please take a few moments to review the enclosed sponsorship proposal package. If you are interested in becoming a Kids Tag Art Pinellas Community Partner, contact Amber Bradley, Manager of Customer Care and Communications, at 727-464-3364 or [pctccommunications@taxcollect.com](mailto:pctccommunications@taxcollect.com). Thank you for your consideration.

Sincerely,

Charles W. Thomas, CFC  
Pinellas County Tax Collector



## Kids Tag Art Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Bronze	Arts Partner
	\$10,000	\$7,500	\$5,000	\$1,000	\$500
FREE commercial played on TV screens at all Pinellas County Tax Collector offices for SIX Months	✓				
Logo on the front of all ordered/printed student tags	✓				
Designated space available on KTA insert mailed to all registered vehicle owners in Pinellas County	✓				
Logo on monthly KTA insert, which is mailed to all registered vehicle owners in Pinellas County for one year, distribution ~ 575,000 (size of logo based on sponsor level)	✓	✓			
Name or logo inclusion for KTA related social media posts	✓	✓	✓		
Name mentioned in all media/press releases	✓	✓	✓		
Logo with link on Kids Tag Art page of taxcollect.com (~3,000 visitors/day)	✓	✓	✓	✓	
Logo with link on Kids Tag Art website	✓	✓	✓	✓	
Opportunity to present award at student award ceremony	✓	✓	✓	✓	✓
Framed sponsor's choice award	✓	✓	✓	✓	✓
Logo on poster displayed at all PCTC offices for one year (1 million visitors per year)	✓	✓	✓	✓	✓
Logo placement on printed and digital marketing collateral (size of logo based on sponsor level)	✓	✓	✓	✓	✓
Logo displayed at student award ceremony	✓	✓	✓	✓	✓
Acknowledgement at student award ceremony	✓	✓	✓	✓	✓
Acknowledgement at teacher kick-off event	✓	✓	✓	✓	✓

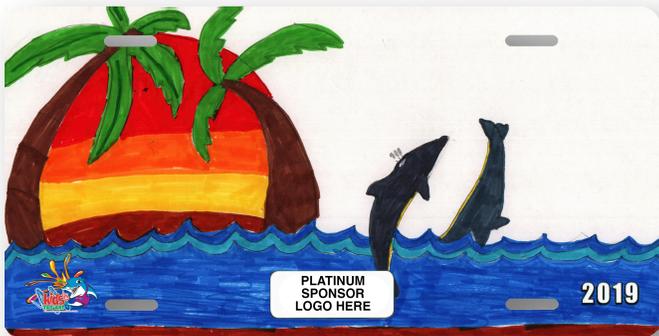
### **In-kind sponsorship opportunities:**

- Award ceremony invites, parent flyers, office posters, pull-up banners, tags for award ceremony, medals, and prizes for award ceremony.



# Sponsorship Samples

## Tag Art



## Ceremony Program



## Poster



## Registration Insert



## Commercial



## Website



Side 1

Side 2

# Kids Tag Art Pinellas Sponsorship Form

## 2020-2021 School Year



Thank you for sponsoring Kids Tag Art Pinellas. Please complete the form below to confirm your sponsorship level. Mail the completed form and payment to:

**Pinellas County Tax Collector**  
**Attn: Amber Bradley**  
**P.O. Box 8552**  
**Clearwater, FL 33758**

Once your sponsorship form is received, we will contact you to discuss arrangements to have your business recognized as a community partner. If you have any questions, contact Amber Bradley at [pctccommunications@taxcollect.com](mailto:pctccommunications@taxcollect.com) or (727) 464-3364. You will receive a written acknowledgment of your contribution from Pinellas County Schools.

### Sponsor Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Contact Person

\_\_\_\_\_  
Contact Person's Email Address

\_\_\_\_\_  
Contact Person's Phone Number

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City/State/Zip Code

### Sponsorship Level

\_\_\_\_\_ \$10,000 – Platinum

\_\_\_\_\_ \$7,500 – Gold

\_\_\_\_\_ \$5,000 – Silver

\_\_\_\_\_ \$1,000 – Bronze

\_\_\_\_\_ \$500 – Arts Partner

### Payment Information

\_\_\_\_\_ Please send me an invoice.

\_\_\_\_\_ I have enclosed a check made payable to "Pinellas County Schools."

Please mail completed forms to:  
Pinellas County Tax Collector  
Attn: Amber Bradley  
P.O. Box 8552  
Clearwater, FL 33758

\$ \_\_\_\_\_  
Total Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date