



September 3, 2024

Dear Community Business Owner,

Research shows that the middle school years are often the most challenging for both students and parents, as they navigate new academic demands and social dynamics.

At Benicia Middle School, we host an annual community event, Viking Night, to bring our families together for an evening of fun, food, and entertainment. This free event, attended by over 1,000 people last year, aims to strengthen our BMS community and celebrate school spirit.

Viking Night will be held on Friday, October 18, 2024, from 5 - 8 pm on our campus. The event will feature food trucks, inflatable obstacle courses, a teacher-led auction, and live performances by our talented students.

To keep this event free for our families, we need your support. We are seeking sponsorships to cover the costs of the game area and additional lighting. Your tax-deductible contribution will help us achieve this goal and ensure Viking Night remains accessible to all. Without sufficient funds, we may need to charge for access to some activities.

You can help us make a difference! Thank you for your consideration and support.

Zain Shah
BMS PTO President
510-219-2367
zainulabedin.a.shah@gmail.com

**BMS PTO is a volunteer-run 501 (c) 3, non-profit organization that supports students from all areas of Benicia.*



Sponsorship Tiers

Level 1 Sponsor: Platinum - \$2,500 Donation

- Limit 2
- **Featured** (largest and most visible) logo placement on all media (print and electronic)
 - Banner at main entrance of event
 - BMS electronic flyer (1,100 students)
 - BMS Facebook and Instagram pages
 - BMS PTO website
- Recognition on BMS marquee (for 2 weeks prior to event)
- Recognition post on school announcements
- Recognition in any local media coverage
- Verbal recognition at the event

Level 2 Sponsor: Gold - \$1,250 Donation

- Limit 2
- **Primary** logo placement on all media (print and electronic)
 - Banner at main entrance of event
 - BMS electronic flyer (1,100 students)
 - BMS Facebook and Instagram pages
 - BMS PTO website
- Recognition in any local media coverage
- Verbal recognition at the event

Level 3 Sponsor: Silver - \$500 Donation

- **Logo placement** on all media (print and electronic)
 - Banner at main entrance of event
 - BMS electronic flyer (1,100 students)
 - BMS Facebook and Instagram pages
 - BMS PTO website

Level 4 Sponsor: Bronze - \$250 Donation

- **Business/name acknowledged** on all media (print and electronic)
 - Banner at main entrance of event
 - BMS electronic flyer (1,100 students)
 - BMS Facebook and Instagram pages
 - BMS PTO website



**VIKING NIGHT: FRIDAY, OCTOBER 18, 2024
BENICIA MIDDLE SCHOOL**

Sponsorship Application

- Platinum Sponsor** \$2,500 Donation
- Gold Sponsor** \$1,250 Donation
- Silver Sponsor** \$500 Donation
- Bronze Sponsor** \$250 Donation

Please submit this form along with your payment and email your company logo to:
zainulabedin.a.shah@gmail.com. You may also fill out the application [online](#).

Contact Name _____
Contact Phone _____
Email Address _____
Business Name _____
Address _____
Phone _____
Company Website _____

PAYMENT INFORMATION:

Donations must be received by 10/1/2024 to ensure media placement.

Go to <https://www.bmspto.com/donate/> to donate directly online via our portal or via Venmo.



To arrange for alternate payment options such as check or cash, please contact Zain Shah, BMS PTO President (information below).

Payments to: Benicia Middle School PTO, FEIN: 84-3529231

QUESTIONS?

Zain Shah, BMS PTO President

510-219-2367 / zainulabedin.a.shah@gmail.com