



**B**ill Roberts, a Denver Public School serving the Stapleton community, offers a dynamic and stimulating learning environment where we meet the needs of the whole child. Through our professional learning community, we identify and create opportunities for growth and challenge for every child. Our rigorous and differentiated standards-based curriculum encourages inclusive relationships among teachers, parents and students.

### Mission & Vision

We at Bill Roberts are living a vision of "Growth and Challenge for All." This vision is comprised of four key elements which are:

- Academic excellence and rigor
- Differentiated instruction
- Professional learning community
- Service learning

Our school is community-center and committed to creating an environment where all learners thrive, through academic excellence, individual creativity and civic responsibility.

### Student population – updated as of September 4, 2009 – 777 Total Students

- ECE (Ages 3-4) - 121 Students
- Kindergarten - 151 Students
- 1st Grade - 102 Students
- 2nd Grade - 75 Students
- 3rd Grade - 75 Students
- 4th Grade - 73 Students
- 5th Grade - 66 Students
- Middle School (Grade 6-8) - 103 Students
- Affective Needs - 11

## Stapleton Statistics

### Demographics

- Average age 39
- 35% of adult residents aged 25-44
- 67% married
- 43% of households have children under 18
- 87% have bachelor's degree
- 44% have post-graduate degree
- Average annual income \$103,800

### Economic Impact 1996 - 2005

- 2,300 new homes
  - 87% were for sale homes
  - 13% rental apartments
  - 2005 average home sales price: \$402,160
  - 2005 median home sales price: \$361,553
- 8,100 residents
  - \$147.4 million taxable retail sales
- 13,300 employees
  - \$695 million taxable retail sales
- 15,200 visitors
  - \$188,000 taxable retail sales

### Projected Economic impact Through Buildout

- 12,000 homes
- 30,000 residents
  - \$6.6 billion taxable retail sales
- 35,000 workers
  - \$3.8 billion taxable retail sales
- 96,200 visitors
  - \$1.4 million taxable retail sales

\* Please contact Abby Reynolds at [abbygreynolds@gmail.com](mailto:abbygreynolds@gmail.com) with any questions/concerns



<b>2010 Sponsorship Opportunities</b>	<b>Invested \$2500</b>	<b>Motivated \$1000</b>	<b>Respected \$500</b>	<b>Dedicated \$250</b>
<b>*Early Bird Special* sign up before October 31, 2009 for a discounted price</b>	<b>\$2250</b>	<b>\$850</b>	<b>\$450</b>	<b>\$225</b>
<b>School Directory - Fall</b>	Full Page ad in the annual School Directory	1/2 Page ad in the annual School Directory	1/4 Page ad in the annual School Directory	Company Listing in School Directory (includes Company Name, address, location, website, telephone number)
<b>Direct Giving - Fall</b>	Logo featured on mailers to invitees and included on event signage and other marketing materials. Company provided promotional materials displayed at Direct Giving Parties "Invested" designation	Logo featured on mailers to invitees and included on event signage and other marketing materials. Company provided promotional materials displayed at Direct Giving Parties "Motivated" Designation	Logo featured on mailers to invitees and included on event signage and other marketing materials "Respected" Designation	Company name featured on mailers to invitees and included on event signage and other marketing materials "Dedicated" Designation
<b>Auction - Spring</b>	Full Page ad in the Auction Catalog; Table Sponsorship Display at Event; Logo included on website, invitations, posters and other marketing materials "Invested" Designation. Includes 10 event tickets	1/2 Page ad in the Auction Catalog; Logo included on website, invitations, posters and other marketing materials "Motivated" Designation. Includes 8 event tickets	1/4 Page ad in the Auction Catalog; Logo included on website, invitations, posters and other marketing materials "Respected" Designation. Includes 4 event tickets	Company Name listed in Auction Catalog; Logo included on auction website, invitations, posters and other marketing materials "Dedicated" Designation. Includes 2 event tickets
<b>Yearbook - Spring</b>	Full Page ad in the annual School Yearbook	1/2 Page ad in the annual School Yearbook	1/4 Page ad in the annual School Yearbook	1/8 Page ad (business card) in the annual School Yearbook
<b>Newsletter - ongoing</b>	1/2 Page ad in the Bill Roberts PTA Newsletter (4x year)	1/2 Page ad in the Bill Roberts PTA Newsletter (3x year)	1/2 Page ad in the Bill Roberts PTA Newsletter (2x year)	1/2 Page ad in the Bill Roberts PTA Newsletter - (1x year)
<b>Website - ongoing</b>	Corporate logo and link on www.billrobertspta.com for one year	Corporate logo and link on www.billrobertspta.com for one year	Corporate logo and link on www.billrobertspta.com for one year	Corporate logo and link on www.billrobertspta.com for one year
<b>Fence Banner - ongoing</b>	Prominent display of company provided banner (Banner Size not to exceed 30" x 60") at Bill Roberts for one year	Prominent display of company provided banner (Banner Size not to exceed 30" x 60") at Bill Roberts for one year	Prominent display of company provided banner (Banner Size not to exceed 30" x 60") at Bill Roberts for one year	Corporate logo featured on a combined banner and displayed at Bill Roberts for one year

Please note your payments can be made in three installments: (upon signing, January 15th and March 15th.)

## A La Carte Sponsorship

### Directory (8 1/2" x 11" Fall 2010)

\*Full Page Premium Location (outside back cover) - \$350

\*Full Page Premium Location (inside front cover) - \$325

\*Full Page Premium Location (inside back cover) - \$300

Full page directory, interior \$275

Half page, \$150

Quarter page \$75

Business card size, \$40

Company Listing, \$20

\*Contact Trish Fisher for availability at 303.674.5257

\*\*For annual sponsorships, upgrade to next size ad by paying the difference in size

### Web and Newsletter (visited and read by 400+ families)

\$15 Web site logo with link per month (\$180 annually)

\$35 Newsletter ad - Business card size per time, published 4 times a year

\$60 Newsletter ad - 1/2 page, published 4 times a year

### Direct Giving (Ongoing - September 2010 Kick Off)

(same benefits as listed above for Direct giving)

\$500 Invested

\$350 Motivated

\$225 Respected

\$100 Dedicated

### Yearbook (8 1/2 "x 11" Spring 2010)

\$200 Full Page

\$150 Half Page

\$100 Quarter Page

\$50 1/8 Page (Business Card)

\* Deadline is December 15, 2009

\*\*For annual sponsorships, upgrade to next size ad by paying the difference in sizes

### Auction (Spring 2010)

(same benefits as listed above for Auction)

\*\$1500 Presenting Sponsor

\$750 Invested

\$500 Motivated

\$300 Respected

\$150 Dedicated

\*Presenting Sponsor is offered on a first come, first served basis. Same benefits as Invested Sponsor "Auction" listed above plus all Auction publicity lists your company and logo as the presenting sponsor (i.e. The Sky's the Limit Annual Auction presented by ABC Company).

### Fence Banner (Ongoing)

\$50/month to hang company provided banner (no larger than 30" x 60") on school fence (\$600/year)

