



Fall 2011

Dear Bill Roberts Parents and Local Business Owners,

The William "Bill" Roberts K-8 School is a Denver Public School located in Stapleton. Bill Roberts is in its sixth year of existence and is dedicated to educating students from preschool (age 3) through 8th grade, totaling more than 800 students. The Bill Roberts Parent Teacher Association (PTA) helps support the school community by raising funds to ensure that our wonderful neighborhood school becomes a model for success within DPS. Funds raised by the PTA help keep class sizes small, support special classes such as art, PE, music and drama, provide funds to middle school sports team, and much more.

We are currently looking for local businesses to sponsor Bill Roberts for the 2012 calendar year. There are many opportunities for your business to help Bill Roberts PTA achieve its goals while increasing your own visibility within the vibrant Stapleton community. In addition to the fence banners, two of our fundraisers with the most opportunities for visibility are the annual Direct Giving Campaign and the annual Auction.

The Bob-C.A.T.S. Direct Giving Campaign kicks off in the fall of each school year with a series of parties sponsored by individual families in their homes. Parents, teachers and administrators are all invited to attend these parties to learn about the school in a more intimate setting and to learn about why direct giving significantly helps our school. This year, our anticipated participation in this campaign is over 250 families - 50% of our school population.

The Bill Roberts PTA Annual Auction occurs in the spring of each school year. This is an adult only evening with both a silent and live auction as well as dinner, drinks and dancing. The fifth annual auction is scheduled for Saturday, March 17th. In 2011 we raised nearly \$100,000 and had more than 450 attendees. We expect that number to be even greater in 2012.

Enclosed you will find a detailed listing of the 2012 Sponsorship Opportunities and a Confirmation Form. Our sponsorship packages offer wonderful exposure for your business within our school and the Stapleton community. Please review the information and complete and mail in the sponsorship confirmation form if you are interested in participating in this wonderful opportunity. Also, please note that we are offering an "Early Bird Special" if you sign up for a sponsorship package before October 31, 2011.

The families of Bill Roberts thank you in advance for your support of our wonderful neighborhood school. If you have any questions, please feel free to contact Nicole Conard at nconard@comcast.net or Amy Stanwood at quest4snow@gmail.com.

Sincerely,

Nicole Conard and Amy Stanwood
William Roberts, PTA
Sponsorship Chairs