



Dear Community Member,

PS 87 is a New York City public school in the Upper West Side. Serving almost 900 students, we are one of the largest elementary schools in our neighborhood. Our annual auction which will be held on March 23, 2019 is our biggest event of the year. **Advertisements and/or sponsorships are an excellent resource for you to promote your business to our community on the Upper West Side, Harlem, and beyond.** Many of our parents seek goods and services from local businesses for a variety of needs. From dinner celebrations and photographers, to real estate brokers and pediatricians, our auction website and printed catalog can capture the attention of our vast parent body.

Advertising and sponsorship benefits:

- Reach over 670 current families not to mention approximately 100 teachers and administrative staff.
- Your logo will be viewed by visitors to our auction website, which will be live from October through June.
- The advertisements in our printed catalog this year will be sent home to all families a week prior to the event for more extended coverage.

Please see the attached PDF for available opportunities, design guidelines and pricing. Please contact pa-auction@ps87.info with any questions. Alternatively, you may place your order online at: <https://ps87.ejoinme.org/2019Sponsors>. Please note that all commitment forms, payment and artwork must be received by **March 5, 2019**.

Our PS 87 community is enormously grateful for the strong ties to our city, and the businesses and individuals who support us. We are constantly striving to find ways to stretch our budget but the fact remains that fundraising is critical in helping our students achieve their goals. We hope we can count on you to make our event a success!

On behalf of our kids, parents, teachers and administration, we thank you for your support!

Sincerely,

Christine Li, Michelle Brophy Campbell and Leila Brahim
PS 87 Auction Co-Chairs

For tax purposes: TX ID: #13-3343008 State Charities registration #86-09673