



Dear MAD Academy Supporter,

The MAD Academy at Santa Barbara High School will hold its 5th annual dinner and auction fundraiser on Saturday, March 11th at Santa Barbara Historical Museum. We are thrilled to be celebrating MAD's 20th Anniversary and invite you to support A MAD Roaring 20's Gala with your Sponsorship or gift item donation towards our Silent or Live Auction portion of the evening.

We know you will want to be a part of this year's exciting event. There will be over 300 guests at this very popular school and community fundraiser. Your advertising dollars will go further by becoming a Sponsor of the event or by donating a gift item for our Silent or Live Auction. Your business will be featured in the evening's program and in our general advertising of the event, and on our website, and will be prominently featured in numerous local publications.

The Multimedia Arts and Design Academy is a distinctive educational community within Santa Barbara High School. A school-within-a-school that prepares its students for college and the workplace by providing both traditional and interdisciplinary project-based learning in the evolving field of media arts and technology. The Academy's collaborative environment emphasizes critical thinking, creativity, meaningful community service and the development of leadership skills. Academic excellence is pursued in smaller classes with state of the art equipment. We value integrity, teamwork and a passion for learning that prepares our diverse student body to succeed in the global community.

MAD Academy started in 1996 with 45 students and has quickly jumped to 350 students in 2016 with a lengthy waiting list. It costs \$2000 a year per child above what is provided by the state and 33% of MAD students currently are supported through community giving.

MAD students earn between 24-40 college credits by the end of high school which saves up to 2 years of college and \$120,000. Students receive real world media skills that they can use in jobs now, not 4-8 years from now. Meaningful education engages them and helps them reach their potential while learning leadership skills and helping to make the world a better place through service projects.

The proceeds from our annual fundraiser go directly back to the MAD Academy students. Your generous gift contribution will allow us to serve diverse students in our community, keep computers and media equipment current and bring engaging speakers to MAD.

Please send your advertisement or business card with your gift donation so that we may prominently display your company during the evening. Additionally, we will be more than happy to pick up your donation. Please call the school office at (805) 966-7918 if you have an item or any questions. You may also contact our Silent Auction Chairperson, Jodi Fishman-Osti at fishman275@cox.net to pick up any donations. Thank you very much. Your generous donation will make a difference

Sincerely,

Rachael Bissig  
Auction Chair

Jodi Fishman Osti  
Auction Chair

Kim Clark  
Sponsorship Chair



## SPONSORSHIP LEVELS AND BENEFITS

### PLATINUM (\$10,000 +)

- Table for 10
- VIP Check-in for the sponsor and their table guests
- Towncar to and from the event
- Photo op with celebrity
- Premium wine on table along with signature cocktails
- Full page recognition in the program
- Personal mention at the event by the emcee
- Recognition on the MAD Academy website
- Recognition on the Gala website
- VIP Check out
- Membership in the Producer's Circle

### GOLD (\$5,000)

- Table for 10
- VIP Check-in
- VIP Parking
- Half-page recognition in the program
- Personal mention at the event by the emcee
- Recognition on the MAD Academy website
- Recognition on the Gala website
- VIP Check out
- Membership in the Producer's Circle

### SILVER (\$2,500)

- Table for 10
- VIP Check-in
- VIP Parking
- Quarter-page recognition in the program
- Personal mention at the event by emcee

### BRONZE (\$1,000)

- 2 tickets
- Recognition in the program
- VIP Check-in
- VIP Parking

### UNDERWRITER

- I/We would like to help underwrite the event.
- \_\_\_\_\_ \$5,000    \_\_\_\_\_ \$2,500    \_\_\_\_\_ \$1,000
- \_\_\_\_\_ \$500    \_\_\_\_\_ \$250    \_\_\_\_\_ \$100    \$ \_\_\_\_\_ Other
- \_\_\_\_\_ Sponsor a teacher to attend. Please contact me about my sponsorship