


EDISON SCHOOL   
**A Starry Night**  
GALA AND AUCTION

Dear Neighbor,

Every year the kids and parents of Edison Elementary School in Alameda, CA hold an annual event which helps fund the Edison School PTA. The Starry Night Gala & Auction will be held on Saturday, March 14, 2009 at the Rhythmix Cultural Center in Alameda. This event is promoted heavily to the hundreds of parents, neighbors, grandparents and friends of Edison School. This year we will even have an on-line version of the auction so that donated items can be viewed and bid on prior to the event. We were surprised to learn that the Edison School PTA is responsible for the salaries of the art and computer teacher at the school. The PTA fund also helps pay for basic classroom necessities like white boards, rugs and more so that our teachers don't have to reach into their own pockets each year. Did you know that the PTA pays for Recess and Lunch Monitors because there is only one staff person available to watch our kids on the playground – including the 5 year old Kindergarteners?? The Starry Night Gala & Auction is the largest PTA fundraiser of the year and makes up nearly half of the annual budget. There are several ways that you can participate in this exciting event.

We are seeking donations and sponsors for The Starry Night Gala & Auction. Donations might include certificates, in kind services, “behind the scenes” experiences, etc. Donations should be in value of \$50.00 or more. The Committee reserves the right to group your donation with other items donated.

We are also looking for an exclusive group of corporate sponsors. Food Sponsor \$500.00 includes: signage at the event; advertisement in the Auction Catalogue and 2 tickets to the event. Dessert Sponsor \$500.00 includes: signage at the event; advertisement in the Auction Catalogue and 2 tickets to the event. Coffee Bar Sponsor \$500.00 includes: signage at the event; advertisement in the Auction Catalogue and 2 tickets to the event. Silent Auction Sponsor \$1,000.00 includes: logo on Bid Sheets; signage at the event; advertisement in the Auction Catalogue and 2 tickets to the event. Beverage Sponsor \$1,000.00 includes: logo on cocktail napkins; signage at the event; advertisement in the Auction Catalogue and 2 tickets to the event. Event Sponsor \$2,500.00 includes: logo on invitation; signage at the event; advertisement in the Auction Catalogue and 2 tickets to the event.

We are hoping we can count on your support to help make this year's event a great success. The Edison School PTA is a 501(c)(3) – tax ID # 94-6172011, tax deduction letters will be issued upon request. Not only will you be helping the children of Edison School but this is also an excellent opportunity to market to the hundreds of families in the Fernside district of Alameda. Should you have questions or ideas please email us at [info@edisonauction.net](mailto:info@edisonauction.net). Join us on-line at [www.edisonauction.net](http://www.edisonauction.net). Thank you in advance for your consideration.

Warmly,  
Diana, Juliette & Renee  
The Starry Night Gala & Auction Co Chairs