



THE
WILLOW
SCHOOL

*Annual Green Gala
& Golf Classic*

Sponsorship Opportunities

Support The Willow School Mission

Willow educates children for the greater good. For over 20 years, we've empowered students to engage deeply, think critically, and act with integrity. Like independent schools across the country, tuition alone does not cover the complete cost of a Willow education. The Willow School depends on supporters, like you, to help us fulfill our mission by sponsoring our major fundraising events to benefit The Willow Fund. The Willow Fund supports our annual operating budget, including our tuition assistance program, professional development for teachers, facilities enhancements, and more. We are grateful for your partnership as we shape the minds and hearts of our future leaders.

Support a better future and promote your business at the same time. Sponsorship opportunities are available for Willow's Annual Fundraising Weekend, including the Green Gala and Golf Classic, attended by over 325 guests hailing from Somerset, Hunterdon, Morris, Essex, and Union counties. In fact, last year, we had guests travel from as far as Florida for the opportunity to play at our Golf Classic, held at the prestigious Hamilton Farm Golf Club.

***The Willow School Mission:** The joy of learning and the wonder of the natural world inform every aspect of The Willow School, an independent school for students in preschool through eighth grade. Willow students strive to excel academically and develop a strong work ethic through our mindful, integrated curriculum. By embodying the virtues, Willow maintains an environment where respect for the individual and an understanding of place foster independent thinking, interconnectivity, creativity, responsibility, and integrity. The Willow School education empowers children to develop an ethical approach to all relationships and to believe in their power to effect positive change.*

Know yourself. Take responsibility for yourself. How does that happen between the ages of four and fourteen? We can't offer our students a certificate that says: Congratulations! Now you have belief in your own power to effect positive change. This is something they must find through the process of their own unfolding. We can't teach diligence, humility, and generosity. What we can do is offer opportunities for our children, our students, to experience these things in and of themselves along the way, with the hope that they choose to lean into the best parts of themselves; that they choose to stay curious, to keep learning about themselves and the world around them; that they strive to be open-minded and more tolerant than they were last week, month, year.

- Pearl Johnson,
The Willow School Co-Founder

I've found that much of my success stems from the problem solving, critical thinking, and focus on connection that Willow instilled in me. Throughout my educational career, I've distinguished myself from my peers through the skills that Willow taught me. Anyone can do research or comment on an issue, but the important synthesis and analyzation that makes great work is something that must be fostered — and it is at Willow. I believe that primary education is all about growing our ability to truly think, because to independently think is perhaps the greatest skill one can have. The rest can be learned later, but we have a finite number of elementary and middle school years to learn certain integral traits like critical thinking that will be harder to learn later.

I would not trade my Willow education for anything. It was the most formative nine years of my life. Willow has taught me numerous lessons that have given me confidence, respect, humility, generosity, and so many other invaluable character traits that I am so incredibly grateful for.

- Trudy Holmes,
Willow Class of 2015



Annual Green Gala

The Willow School's Annual Green Gala, organized by the Parent's Association, is our school's biggest fundraiser of the year. It is a beautiful community celebration featuring cocktails, dinner, dancing, as well as live and silent auctions to benefit The Willow School. Every year, over 250 donors, parents, alumni families, teachers, and staff members gather to support our Age 3-Grade 8 independent school. It is a great opportunity to promote your business to local families and donors.

The Willow School's Annual Green Gala
Wild Beauty: Where Joy & Wonder Grow
Honoring Eugene Kalkin, Willow grandfather, former board member, and faithful supporter

Saturday, May 20, 2023

7pm Celebration Begins

6pm Special Cocktail Hour for Sponsors & Willow Staff

The Willow School
1150 Pottersville Road
Gladstone, New Jersey

Annual Golf Classic

The Willow School Golf Classic is open to all golf enthusiasts, providing an exclusive opportunity to play at the private and historic Hamilton Farm Golf Club. Many of our sponsorship options include golf foursomes, making it a great opportunity to entertain your colleagues or clients. Golfers will play the beautiful Highlands Course, a championship layout designed by nationally known golf course architects. Those new to golf, or short on time, are invited to join us for a golf clinic and/or lunch.

Monday, May 22, 2023

8am Registration & Brunch

9am Shotgun Start for 18-hole Highlands Course

10am Golf Clinic, followed by 9 holes on the Hickory Course

1:30pm Lunch and Awards, including a raffle drawing

Hamilton Farm Golf Club
1040 Pottersville Road
Gladstone, New Jersey



Sponsorship Levels

Weekend Sponsorships for the Gala & Golf Classic

Become a weekend sponsor to receive recognition at both the Green Gala and Golf Classic, attended by a combined 325 guests. Weekend sponsors are also invited to a special pre-party cocktail hour at the Green Gala.

1

Prudence Weekend Sponsor - \$20,000

4 VIP Tickets & 4 Teacher/Staff Tickets for the Gala, Saturday, May 20
2 Foursomes for the Golf Classic at Hamilton Farm, Monday, May 22
Prominent Event Signage, Website, and Program Recognition at both events
Tax-deductible donation to The Willow Fund (\$10,000)

2

Responsibility Weekend Sponsor - \$10,000

2 VIP Tickets & 2 Teacher/Staff Tickets for the Gala, Saturday, May 20
1 Foursome for the Golf Classic at Hamilton Farm, Monday, May 22
Prominent Event Signage, Website, and Program Recognition at both events
Tax-deductible donation to The Willow Fund (\$5,000)

3

Community Weekend Sponsor - \$5,000

2 VIP Tickets for the Gala, Saturday, May 20
1 Foursome for the Golf Classic at Hamilton Farm, Monday, May 22
Website and Program Recognition (no event signage)
Tax-deductible donation to The Willow Fund (\$1,500)

Green Gala Sponsorships

4

Loyalty Sponsor - \$2,500

2 VIP Tickets & 2 Teacher/Staff Tickets for the Gala, Saturday, May 20
VIP Tickets include a special pre-party cocktail hour at the Gala
Event Signage, Website, and Program Recognition at the Gala
Tax-deductible donation to The Willow Fund (\$1,500)

5

Sponsor a Teacher/Staff Gala Ticket - \$250

Golf Classic Sponsorships

6

Generosity Sponsor - \$5,000

1 Foursome for the Golf Classic at Hamilton Farm, Monday, May 22
Event Signage, Website, and Program Recognition at the Golf Classic
Tax-deductible donation to The Willow Fund (\$2,000)



Additional Event Sponsorship Opportunities:

- Sponsor a Hole to Benefit Financial Aid - \$1,000
- Lunch Sponsor - \$3,000
- Cocktails and Refreshment Sponsor - \$2,500
- Breakfast Sponsor - \$2,000
- Golf Clinic Sponsor - \$1,500
- Golf Ball Sponsor - \$1,500
- Longest Drive Sponsor- \$1,000
- Closest to the Pin Sponsor- \$1,000
- Putting Green Sponsor - \$1,000

Sponsorship Selection

Please choose your sponsorship level and/or opportunity below. Sponsorship deadline is April 21, 2023.

Weekend Sponsorships (Gala & Golf)

- 1** Prudence Sponsor (\$20,000)
\$10,000 tax-deductible donation
- 2** Responsibility Sponsor (\$10,000)
\$5,000 tax-deductible donation
- 3** Community Sponsor (\$5,000)
\$1,500 tax-deductible donation

Green Gala Sponsorships

- 4** Loyalty Sponsor (\$2,500)
\$1,500 tax-deductible donation
- 5** Sponsor a Teacher Gala Ticket (\$250)

Purchase Tickets

- Qty: _____ Weekend Pass (\$1,200/Ticket to Gala & Golf Classic)
- Qty: _____ Green Gala Tickets (\$250/each)
- Qty: _____ Golf Foursome (\$3,800, includes a \$1,000 tax-deductible donation to Willow)
- Qty: _____ Single Golfer (\$950/each, includes a \$250 tax-deductible donation to Willow)
- Qty: _____ Golf Clinic & Lunch (\$750/each)
- Qty: _____ Student/Alumni Golfer (\$500/each)
- Qty: _____ Lunch Only - Golf Classic (\$175/each)

Payment Information

Please complete the following information:

Contact name: _____ Organization Name: _____

Address: _____

Email: _____ Phone: _____

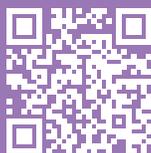
Payment Type: Check* Credit Card

Card #: _____ Expiration: _____ CVV: _____ Billing Zip Code: _____

*Please make checks payable to The Willow School and add your sponsorship level in the Memo line.
Mail to: The Willow School Business Office, 1150 Pottersville Road, Gladstone, NJ 07934

Golf Sponsorships

- 6** Generosity Sponsor (\$5,000)
\$2,000 tax-deductible donation
- Sponsor a Hole - Financial Aid (\$1,000)
- Lunch Sponsor (\$3,000)
- Cocktails Sponsor (\$2,500)
- Golf Clinic Sponsor (\$1,500)
- Breakfast Sponsor (\$2,000)
- Closest to the Pin Sponsor (\$1,000)
- Longest Drive Sponsor (\$1,000)
- Golf Ball Sponsor (\$1,500)
- Putting Green Sponsor (\$1,000)



Purchase Sponsorships & Tickets Online

Sponsorships up to \$5,000 are available to purchase online, as well as tickets to both events. Visit celebrate.willowschool.org to purchase. Please contact gala@willowschool.org if you are interested in becoming a Prudence or Responsibility Weekend Sponsor.

Advertising Opportunities

All sponsorship opportunities include advertising in our Annual Green Gala & Golf Classic Program, which will be distributed at our fundraising events to approximately 325 attendees. Advertisements may also be purchased independent of sponsorships. All proceeds support The Willow Fund and our ability to better the future through virtues-based education.

Benefits:

- Your advertisement will be included in our Weekend Program
- Your logo will be placed on Willow's website until January 2024
- Your logo will be included in a school-wide thank you email, recognizing your support and encouraging our families to patronize your business

Ad Size Options

- Back Cover Full Page \$2,500 (5.5" w x 8.5" h)
- Inside Front or Back Cover Full Page \$2,000 (5.5" w x 8.5" h)
- Full Page \$500 (5.5" w x 8.5" h)
- Half Page \$250 (5.5" w x 4.125" h)

Deadlines

By April 14, 2023, please send the following to galaprogram@willowschool.org:

1. Your program ad (JPG or PDF format)
2. Your high-resolution logo (JPG or PDF)
3. For Prudence and Responsibility Sponsors, please provide up to a 500 character business description for our website

Payment Information

Please complete the following information:

Contact name: _____ Organization Name: _____

Address: _____

Email: _____ Phone: _____

Payment Type: Check* Credit Card

Card #: _____ Expiration: _____ CVV: _____ Billing Zip Code: _____

*Please make checks payable to The Willow School and add your sponsorship level in the Memo line.
Mail to: The Willow School Business Office, 1150 Pottersville Road, Gladstone, NJ 07934



Purchase Ads Online

Advertising opportunities are now available to purchase online, as well as tickets to both the Gala and Golf Classic. Visit celebrate.willowschool.org to purchase. For questions related specifically to program ads, and to submit your ad materials, please contact galaprogram@willowschool.org.



Auction Item Donations

Another way you can support our fundraising events is by donating goods or services to our live and silent auctions, held at our Annual Green Gala. Items are displayed at our Gala, listed in our auction website, and/or included at our live auction. Donating items or experiences is a great way to introduce new potential customers to your business. Your generosity will be deeply appreciated and will be acknowledged in our Willow Weekend Program, distributed at both our Green Gala and Golf Classic. Moreover, in gratitude for your goodwill, your website links will be sent to Willow families and alumni following the event to encourage them to patronize your business.

If you have any questions, or to send us your forms, please email us at auction@willowschool.org.

Auction Donation Form

Please complete the following information:

Contact name: _____

Organization or Donor's Name: _____
(for recognition, if different)

Address: _____

Email: _____ Phone: _____

Donation (Description/Restrictions/Value)

All items are due by May 6, 2023. Contributions are tax-deductible to the full extent of the law, pursuant to Section 501(c)(3) of the Internal Revenue Code. Willow School Tax ID: 223-744-812.

Thank You for Your Consideration!

If you have any questions on sponsorships for the Gala or both events, please contact gala@willowschool.org. Questions specifically regarding the Golf Classic can be directed to golfclassic@willowschool.org. Visit celebrate.willowschool.org to purchase tickets, as well as sponsorships under \$5,000 and program ads.



Key Contacts:

Green Gala: gala@willowschool.org

Golf Classic: golfclassic@willowschool.org

Program Ads: galaprogram@willowschool.org

Auction Items: auction@willowschool.org

**Contact Willow's Interim Development Director,
Dominique Wolfe, at djwolfe@willowschool.org.**

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(908) 470-9500

celebrate.willowschool.org