

Spring Lake Schools  
**FOUNDATION**  
*keeping kids first*

# Create, Innovate, Collaborate, and Lead! The Arts Give Our Students Lifelong Skills.

February 19, 2018

Dear Friends of Spring Lake Public Schools,

Broadway, Hollywood, Nashville, or New York... who knows where some of our talented young artists will end up? But more than likely, our arts students will end up right here in our community: living, working, contributing. That's why arts education and participation in artistic endeavors is so important for ALL of our students.

**The arts make us... better!** Better citizens, better workers, better people. In essence, the arts help make students the best version of themselves possible!

We are delighted to announce that this year the Spring Lake Schools Foundation is hosting the **6th Annual Shindig on April 28th, 2018** to benefit the arts programs at Spring Lake Public Schools.

## You're invited to be a Shindig Sponsor and support our talented student musicians, actors, and artists!

A robust arts education plays an important role in developing critical lifelong skills:

- **Creativity and Imagination** – The very nature of making something new, something that's never been made before is at the heart of what the arts teach us. Taking a new idea and manifesting it for others to see is not only creative, but essential for effective communication. In fact, 72% of business leaders say that creativity is the number one skill they are seeking when hiring!
- **Innovation and Problem Solving** - The arts develop reasoning skills that prepare students to solve problems. Students who study the arts, for example, score higher than



their peers on tests measuring the ability to analyze information and solve complex problems, and are more likely to approach problems with tenacity

- **Perseverance and Grit** - Arts education develops students' capacity to persist in the face of a challenge. Whether it's practicing an instrument, memorizing complicated choreography, or revising a painting through many drafts, the arts give students the opportunity to learn the value of patience and persistence.
- **Critical Thinking** – Today's students must wade through a sea of information to determine which facts are trustworthy and form their own opinions. Arts education develops students' skills for comparing, hypothesizing, critiquing, and exploring multiple alternative viewpoints.
- **Tolerance and Empathy** – Through overcoming obstacles, considering different points of view, receiving and offering constructive criticism, and actively listening to others' ideas, students develop empathy for others and confidence in themselves.
- **Leadership and Collaboration** - Many arts education programs require teamwork as part of a band, choir, or theatrical cast. In these groups, students learn how to work together, build camaraderie, and develop leadership skills, including decision-making, strategy building, planning, and reflection.

It's hard to imagine a single point in our lives that's not touched by the creative genius of artists, from the inconspicuous background music on the latest TV commercial to the most soaring architectural achievements, or the efficient designs of items we use every day.

*"Pyramids, cathedrals, and rockets exist not because of geometry, theories of structures, or thermodynamics, but because they were first a picture-- literally a vision--in the minds of those who built them. Society is where it is today because people had the perception; the images and the imagination; the creativity that the Arts provide, to make the world the place we live in today."* –Eugene Ferguson, Historian

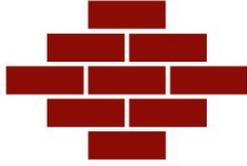
In truth, our economic engine is dependent on people with the skills developed by the arts...

*"Arts education aids students in skills needed in the workplace: flexibility, the ability to solve problems and communicate, the ability to learn new skills, to be creative and innovative, and to strive for excellence."* – Joseph M. Calahan, Xerox Corporation

We are working hard at Spring Lake Public Schools to foster a strong arts program, and with over 85% of our students participating in arts education, we are succeeding. But we know there's much more to be done... **Your sponsorship of the 2018 Shindig for the Arts will strengthen and expand the arts program for our students!**

Thanks in advance for your help,

Katie Phillips, President, Spring Lake Schools Foundation



Spring Lake Schools  
**FOUNDATION**  
*keeping kids first*

# 2018 Shindig Sponsorship Opportunities

*Please respond by March 15, 2018*

## **Platinum Sponsorship: \$10,000**

### ***This sponsorship is top notch!***

- Premier location of company logo on signage by school main entrance
- Logo on home sports banners with premier placement
- One page ad, with premier location in all sports programs
- Highlighted links to your company from our SLSF website and Facebook page
- Premier mentions in all the Shindig press releases and marketing materials
- Event sponsor plaque displayed the evening of the Shindig event
- Podium presentation of sponsorship level plaque the evening of the Shindig event
- Recognition in 2018/19 Concert, Theater and Arts programs
- 4 complimentary tickets to the 2018 Fall Spring Lake School Play
- 4 complimentary tickets to the Shindig event

## **Gold Sponsorship: \$5,000**

### ***This sponsorship gets headlines for your company!***

- Leading location of company logo on signage by school main entrance
- Logo on home sports banner with leading location
- Half page ad in all sports programs
- Highlighted links to your company from our SLSF website and Facebook page
- Premier mentions in all the Shindig press releases and marketing materials
- Event sponsor plaque displayed the evening of the Shindig event
- Podium presentation of sponsorship level plaque
- Recognition in 2018/19 Concert, Theater and Arts programs
- 2 complimentary tickets to the 2018 Fall Spring Lake School Play
- 4 complimentary tickets to the Shindig event

## **Silver Sponsorship: \$2,500**

### ***Your company will receive:***

- Company logo on signage by school main entrance
- Logo on home sports banner
- Quarter page ad in all sports programs
- Links to your company from our SLSF website and Facebook page
- Mentions in all the Shindig press releases and marketing materials
- Event sponsor plaque displayed the evening of the Shindig event
- Recognition in 2018/19 Concert, Theater and Arts programs
- 2 complimentary tickets to the Shindig event

## **Bronze Sponsorship: \$1,000**

### ***Your company will receive:***

- Company logo on signage by school main entrance
- Name on home sports banner
- Quarter page ad in all sports programs
- Mentions in all the Shindig press releases and marketing materials
- Event sponsor plaque displayed the evening of the Shindig event
- Recognition in 2018/19 Concert, Theater and Arts programs
- 2 complimentary tickets to the Shindig event

## **Laker Sponsorship: \$500**

### ***Your company will receive:***

- Company name on signage by school main entrance
- Recognition in 2018/19 Concert, Theater and Arts programs
- 2 complimentary tickets to the Shindig event

**Yes! I'm excited to sponsor the Shindig and support the arts programs at Spring Lake Public Schools.**

**SPONSORSHIP LEVEL:**

- \_\_\_\_\_ Platinum Sponsorship: \$10,000
- \_\_\_\_\_ Gold Sponsorship: \$5,000
- \_\_\_\_\_ Silver Sponsorship: \$2,500
- \_\_\_\_\_ Bronze Sponsorship: \$1,000
- \_\_\_\_\_ Laker Sponsorship: \$500

Fill out the contact information below or REGISTER ONLINE at: <https://slsf.schoolauction.net/theshindig2018/tickets>

**CONTACT INFORMATION:**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Another great way to gain exposure – donate items for our auction!

Donation (s): \_\_\_\_\_

***Please use the enclosed envelope to send your completed sponsorship form with payment made out to Spring Lake Schools Foundation or deliver to address below.***

Spring Lake Schools Foundation  
Attn: Karianne Isard  
345 Hammond St.  
Spring Lake, MI 49456

***Thanks for keeping kids first!***