



Merle Beattie PTO

Corporate Sponsorship Package

Boundless Play, Boundless Impact campaign

The Merle Beattie PTO is raising \$270,000 to replace our 40-year-old playground infrastructure and build a new, safe playground for Beattie Elementary School students and the broader Lincoln community. This state-of-the-art playground will support physical, social, and emotional wellness, meeting current safety standards for all children, including those with disabilities.

Beattie Elementary serves a diverse community, with 49% of students qualifying for free or reduced-price lunch and a specialized Deaf and Hard of Hearing program that makes the school unique within the Lincoln Public Schools district.

We are excited about the opportunity to partner with you to create a lasting, positive impact on the children and families of Beattie Elementary School and the greater Lincoln community. Thank you for considering supporting this vital project. Because: Together, We Play; Together, We Grow!

Why Sponsor the Boundless Play, Boundless Impact Campaign?

- **Support Community Wellness:** Your contribution helps provide a safe, accessible space for Beattie's students and the surrounding neighborhood, benefiting more than 380 students and their families, in addition to a neighborhood community. Beattie is a community gathering place.
- **Promote All Kids Being Able to Play:** The playground will feature elements specifically designed for those in the Deaf and Hard of Hearing program; neurodivergent students, such as those with attention deficit disorder and autism; and children with physical disabilities. Near annually, at least one student is wheelchair-bound due to injury.
- **Increase Brand Visibility:** Your logo will be displayed at BeattiePTO.org throughout the campaign, shared on social media and included in the opening ceremony.
- **Make a Lasting Impact:** The new playground will serve as a community hub for generations, strengthening the bonds between Beattie families and the local neighborhood



How to Become a Sponsor

To sponsor the Boundless Play, Boundless Impact campaign, please contact Beattie PTO at beattieplayground@gmail.com or 618-334-3961. We will work with you to ensure your sponsorship is meaningful and impactful for both your company and our community.

Sponsorship Levels

We offer various sponsorship levels to ensure that every partner has a meaningful way to contribute to this important community project. Below are the sponsorship levels and corresponding benefits:

Playground Champion

\$10,000+

Our highest level of recognition for those leading the way in creating boundless opportunities for every child. Benefits include:

- Logo featured **prominently** on campaign webpage and at fundraising events
- Spotlight feature in social media and campaign newsletter
- Name/logo in end-of-campaign media release
- Framed thank-you certificate from Beattie PTO
- Invitation to ribbon-cutting ceremony with photo opportunity
- Option to provide a banner for display at a school event

Playground Partner

\$5,000 - \$9,999

Key partners in turning vision into reality. Benefits include:

- Logo featured on campaign webpage and at fundraising events
- Thank-you post on social media
- Recognition in campaign wrap-up newsletter
- Certificate of appreciation from Beattie PTO
- Invitation to ribbon-cutting ceremony

Playground Advocate

\$2,500–\$4,999

Supporters helping build a play space for all. Benefits include:



- Name listed on campaign webpage and signage at fundraising events
- Group thank-you post on social media
- Printed certificate of appreciation

Playground Friend

\$1,000–\$2,499

Every gift moves us closer to our goal — and our students notice! Benefits include:

- Name listed on campaign webpage
- Group recognition on social media

Playground Supporter

\$500–\$999

Showing up in a big way for the kids in our community. Benefits include:

- Name listed on campaign webpage in group thank-you section

Additional Benefits for Sponsors

- **Brand Exposure:** Your support will be recognized in Beattie's newsletters, social media platforms, and on local event signage.
- **Community Engagement:** Partnering with the PTO enhances your company's image as a supporter of community welfare and youth development.
- **Tax Benefits:** As a 501(c)(3) nonprofit organization, all contributions are tax-deductible.

Taxable deductibility and acknowledgement

Beattie PTO is a registered 501(c)(3) nonprofit organization. Your sponsorship is tax deductible to the extent permitted by law. An official acknowledgment letter, including our tax ID and confirmation of your contribution, will be provided for your records upon receipt of your donation.



About Merle Beattie PTO

Organization Name: Merle Beattie Parent-Teacher Organization

Tax ID: 47-0720039

Mailing Address: 1901 Calvert St., Lincoln, NE 68502

President: Raychal Zupan | beattiebobcatspto@gmail.com

Corporate Sponsorship Contact: Shawna Richter-Ryerson | shawna.richter@gmail.com | 618-334-3961

The Beattie PTO is committed to enriching the educational experience for all students at Beattie Elementary School. Our mission is to enhance school spirit, foster communication between parents and staff, and make Beattie a place where everyone feels connected. We support both students and families through a variety of programs, including educational assemblies, field trips, after-school clubs, and free community-building events.

Learn more about the Boundless Play, Boundless Impact effort at:
www.beattiepto.org/boundless-play-campaign