



Chinese School Andover

P. O. Box 870
Andover, MA 01810

Chinese School Andover

Guidelines for Fundraising via Institutional, Corporate, and Individual Sponsorships

1. General:

Chinese School Andover (CSA) is a volunteer-based, non-profit, non-political, and non-religious organization. It offers education in Chinese language and promotes cross-culture exchange for Merrimack valley and surrounding local communities. CSA is mainly support by students' tuition and family membership fees. CSA accepts and appreciates the support from all businesses and individuals. However, all activities initiated by the sponsors or jointly initiated by the sponsors and CSA have to conform to CSA Bylaw (see www.csandover.org). In particular, the seminars and handouts provided by the sponsors may not endorse any particular religion, particular religious practices, and particular political view. This document provides general guidelines for fundraising through institutional, corporate, and individual sponsorships.

2. School General Sponsorships

This type of sponsorship is intended for an individual and a commercial or business entity that supports CSA in general for at least one year time period.

Category	Sponsor Type	Sponsorship Amount, Suggested	Conditions and CSA Responsibility
General Sponsorship	Sponsor of CSA	\$800 / year	<ul style="list-style-type: none"> List sponsor provided name in CSA web under "CSA sponsors" and front page for one year Have sponsor provided link on web under "CSA Sponsors" and front pages (direct or embedded) for one year Name & invited as CSA sponsor in the three main CSA events (with name and contact info – if permitted by sponsor, shown on the event flyers): Summer cookout, New Year Party, and year-end game day
	Gold Sponsor of CSA	\$1000 / year	<ul style="list-style-type: none"> All benefit for Sponsor of CSA Name and contact info, if permitted by sponsor, shown on each CSA Communicator under CSA Sponsor's section Allow up to four sponsor's commercial info email distributions to CSA group (info contents needs to be reviewed and approved by CSA)
	VIP Sponsor of CSA	\$2000 / year	<ul style="list-style-type: none"> All benefit for Gold Sponsor of CSA Allow up to four, up to 1.5 hours seminars to CSA community by the sponsor. CSA will provide and organize seminar meeting room, audio and visual equipment. CSA will help in coordinating the registration and survey for sponsor party, and provide rooms for the sponsor and interested CSA members' one-to-one meetings. CSA will send one school wide email to announce a seminar and another reminding email just before the seminar.



3. Seminar-only Sponsorships (Business Related Commercial Seminars)

This type of sponsorship is intended for a business entity to support CSA via offering business recruiting, commercial, or financial seminars.

Category	Sponsor Type	Sponsorship Amount, Suggested	Conditions and CSA Responsibility
Seminar-only Sponsorships (Business Related Commercial Seminars)	Seminar Sponsor	\$200 / seminar	The seminar duration should be within one hour. CSA will provide and organize seminar meeting room, audio and visual equipment. CSA will send one school wide email to announce a seminar and another reminding email just before the seminar.

4. CSA Event and Program Sponsorship

This type of sponsorship is intended for an individual and a commercial or business entity that support CSA for its major events including the parties. The parties may include but not limited to the Yearend School Party, CSA Family and Friends Summer Cookout Party and the Chinese New Year's Party. The other events may include but not limited to CSA organized Special Teaching and Learning Programs, Reading Competition, Writing/Composing Competition, Speech Competition and Talent Show.

Category	Sponsor Type	Sponsorship Amount, Suggested	Conditions and CSA Responsibility
CSA event, and program Sponsorship	Friends of CSA xyz event	No business, individual only	<ul style="list-style-type: none"> Publish friend's name in the event (e.g. Chinese New Years Party: 800 + attendees) Acknowledgement on CSA website Acknowledgement via CSA Email Group (350 email addresses)
	Sponsor of CSA xyz event	\$100 and above	<ul style="list-style-type: none"> Reserved front seat at the party or event Acknowledgement during the party or event Advisement in the event flyers
	VIP Sponsor of CSA xyz event	\$300	<ul style="list-style-type: none"> All promises for Sponsor of CSA Event Reserved VIP seat at the party or event Short presentation to the event audiences (optional) Sponsor table setup at the appointed location at party or event site (business info only) Business web link for six months
	Sponsor of CSA xyz Program	\$500 per program per year	<ul style="list-style-type: none"> Name, contact, and description (provide by sponsor and review/approved by CSA) shown on all related materials such as web, emails, handouts, award certificates, where applicable, of the sponsored-program