



Winter 2010

Dear Friend:

Neighborhood Parents for the Hurley School (NPHS), the grassroots nonprofit that supports Hurley K–8, the innovative dual-language public school in Boston’s South End, will hold our annual spring benefit on May 21, 2010, at Villa Victoria Center for the Arts, 85 West Newton Street.

This year, back by popular demand, we will “reopen” our retro, Latin-inspired nightclub, Club ¡TropiCaliente! The more than 300 guests of this mythic 1940s–50s nightclub had so much fun last year, they requested we open doors and bring back the celebrities for one more night. We aim to raise over \$50,000. Please join us in supporting this exciting school.

The Joseph J. Hurley K–8 School serves a diverse population of native Spanish- and native English-speaking children, the majority of whom come from low-income families. Money donated to NPHS has helped the Hurley:

- restore the gymnasium and build a library;
- transform a cracked asphalt parking lot into an athletic field;
- fund a librarian, a science specialist, and literacy coaches;
- increase in-school arts and science programming; and
- create Bodega de Arte, the Hurley’s after school extended learning program

The coming year will be a challenging one for public schools — external grants and funding have become more difficult to obtain in this economic climate, and enrichment programs like music, art, science and computers always suffers with first cuts. The funds raised at the NPHS event go directly to the school to help fund programming like Earthworks, Urban Voices, Playworks and field trips that make the Hurley unique in its commitment to educate the whole child.

Your business can help by:

- **becoming a sponsor** of the event;
- **donating a service, gift certificate, or product** to our silent auction; and/or
- **purchasing an advertisement** in our event program book.

Neighborhood Parents for the Hurley School • PO Box 180763 • Boston, MA 02118 • www.discoverhurley.org

Neighborhood Parents for the Hurley School is a 501(c)(3) nonprofit organization (tax identification number 20-5196270)

Your contribution will enable us to continue and expand academic enrichment programs, make improvements to the auditorium, and begin construction of a science lab for our middle school students in 6th, 7th, and 8th grades.

And your contribution is making a measurable difference. With your support, 48% of the two-way bilingual third grade classes tested into Boston Public Schools advanced work program, and Hurley 6th graders had the two highest scores in the district History Alive exam. This is proof that the challenging two way language immersion curriculum and enrichment programming is creating genuine change in the lives of the diverse population of inner-city students at Hurley. To continue to ensure that the students are achieving to their highest possible levels, we need your support.

In addition to supporting the Hurley, your sponsorship, donation, and/or ad purchase will ensure that your business is noticed by more than 300 young urban professionals at the benefit, plus thousands more on posters around the city and on the NPHS website at **discoverhurley.org**. Additional sponsorship benefits are listed on the attached pages of this letter.

We thank you in advance for your generosity. For your convenience, we have enclosed reply forms for sponsorship, advertising, and auction donations.

- Sponsors should return their forms by **February 12th 2010** to ensure inclusion on the invitations and posters.
- Auction donations and advertisement purchase forms should be returned by **March 12th 2010**.

If you have any questions, please contact sponsorship/ad chair Alice O'Neill, auction co-chairs Pam Butz or Caroline Foscatto, or event chair Nikki Fortes (see e-mail and phone numbers, below). Visit **<http://discoverhurley.org/tropicaliente>** for more information. And, please mark your calendar for May 21, as we hope you will join us at this exciting event.

Contributions from businesses like yours have brought numerous benefits to the Hurley, as well as recognition from school and city officials. With your help, we can continue to support improvements and programming that could be threatened in these economic times. You will make a world of difference in the lives of Hurley students.

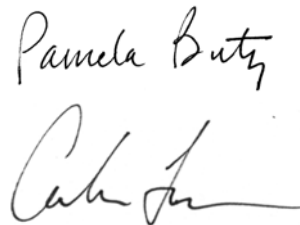
Sincerely,



Nikki Fortes
Chair, ¡TropiCaliente! 2010
nikkifortes@yahoo.com
617-921-5343



Alice O'Neill
Sponsorship/Ad Chair
alice.oneill@verizon.net
617-529-9211



Pamela Butz & Caroline Foscatto
Auction Co-Chairs
pam@bkarch.com
617-251-3377
cfoscatto@yahoo.com
617-512-9474



AUCTION DONATION FORM

Please provide the information requested below, and ensure that your company name appears as it should be listed in the program book:

Contact Name:

Company:

Address:

Phone:

E-mail:

Website:

Item(s) donated:

Estimated market value of donation: \$ _____

Detailed description of donation:

Conditions and/or restrictions if any:

Name of NPHS contact/solicitor (if any):

Item enclosed Available for pickup after _____ I will deliver; please call me to arrange

Any additional promotional materials you choose to include will assist us in promoting and displaying your donation. Please keep a copy of this form for your records.

All donations will be listed in the auction program book and on the NPHS event website.

Contact Pam Butz, 617-251-3377 or pam@bkarch.com, with questions.

Thank you for your generous support!

Please mail or fax this form by March 12th 2009 to the address below:

Neighborhood Parents for the Hurley School • ¡TropiCaliente! Auction Committee
PO Box 180763 • Boston, MA 02118 • fax: 270-738-0673 • www.discoverhurley.org

Neighborhood Parents for the Hurley School is a 501(c)(3) nonprofit organization, tax identification number 20-5196270



SPONSORSHIP/ADVERTISING FORM

Please provide the information requested below, and ensure that your company name appears as it should be listed in the program book:

Contact Name:

Company:

Address:

Phone:

E-mail:

Website:

Name of NPHS contact/solicitor (if any):

EVENT SPONSORSHIPS *(due February 12, 2010, to ensure inclusion on invitations and posters)*

See enclosed page for sponsorship benefits.

- | | |
|--|----------|
| <input type="checkbox"/> Tito Puente Sponsor (incl. 5" w x 8" h color ad) | \$10,000 |
| <input type="checkbox"/> Celia Cruz Sponsor (incl. 5" w x 8" h color ad) | \$5,000 |
| <input type="checkbox"/> Desi Arnaz Sponsor (incl. 5" w x 8" h B&W ad) | \$2,500 |
| <input type="checkbox"/> Xavier Cugat Sponsor (incl. 5" w x 3 ⁷ / ₈ " h B&W ad) | \$1,000 |

Sponsors should submit an electronic copy of your logo in EPS format by February 12th for inclusion on the invitation and posters. Artwork for your ad, formatted as a PDF with embedded fonts, needs to be received by March 12th.

PROGRAM BOOK ADVERTISEMENTS *(due March 12, 2010)*

- | | |
|--|-------|
| <input type="checkbox"/> Full Page Color (5" w x 8" h) | \$750 |
| <input type="checkbox"/> Full Page B&W (5" w x 8" h) | \$400 |
| <input type="checkbox"/> Half Page B&W (5" w x 3 ⁷ / ₈ " h) | \$200 |
| <input type="checkbox"/> Quarter Page B&W (2 ³ / ₈ " w x 3 ⁷ / ₈ " h) | \$100 |

Artwork for your ad needs to be in black and white (unless you have selected a full-page color ad), formatted as a PDF with embedded fonts, and e-mailed to advertising@discoverhurley.org by March 12.

Contact Alice O'Neill, 617-529-9211, alice.oneill@verizon.net, with questions about sponsorships or ads.

Thank you for your generous support!

Please enclose your check and return this form to:

Neighborhood Parents for the Hurley School • iTropiCaliente! Sponsorship Committee
PO Box 180763 • Boston, MA 02118 • fax: 270-738-0673 • www.discoverhurley.org

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SPONSORSHIP BENEFITS

Sponsors of iTropiCaliente! 2010 underwrite the event and thus provide critical funds to support the Hurley School - and your business will be noticed by thousands of South Enders and other city residents.

\$10,000 TITO PUENTE SPONSORSHIP

- Title sponsorship prominently identified in all promotional materials
- Opportunity to speak about your company at the event
- Credited as title sponsor in press release
- Exclusivity in your industry
- Outdoor signage at event
- Prominent logo on posters & invitation
- Logo on NPBS website home page for 1 year
- Full-page color ad on inside cover of program book
- Listing on event website and in program book
- 16 tickets to the event on May 21
- Premium reserved table at the event marked by a sign with your company logo

\$5,000 CELIA CRUZ SPONSORSHIP

- Exclusivity in your industry at this level
- Outdoor signage at event
- Prominent logo on posters & invitation
- Logo on NPBS website home page for 1 year
- Full-page color ad in program book
- Listing on event website and in program book
- 12 tickets to the event on May 21
- Reserved table at the event marked by a sign with your company logo

\$2,500 DESI ARNAZ SPONSORSHIP

- Logo on posters & invitation
- Logo on NPBS website
- Full page black & white ad in program book
- Listing on event website and in program book
- 8 tickets to the event on May 21
- Reserved table at the event marked by a sign with your company logo

\$1,000 XAVIER CUGAT SPONSORSHIP

- Logo on NPBS website
- Listing on posters & invitation
- Half-page black & white ad in program book
- Listing on event website and in program book
- 4 tickets to the event on May 21

AUCTION DONATIONS

- All auction donors will be listed in the program book and on the event website
- Donations valued \$1,000 or more will also receive logo placement on event website and 2 tickets to the event