



Community Sponsorships 2025-2026



June 1, 2025

Dear Champion of Armstrong,

Once upon a time, in a not-so-faraway land, sits the original school of Highland Park, John S. Armstrong, where wonder lives beyond the walls and children's dreams take flight. A magical 111th year awaits in the 2025–2026 school year. As we prepare to celebrate this special chapter, we invite you to join us in sparking imagination and inspiring every student and staff member in our tale

"Armstrong Ever After: Where Learning is Magical"

Our annual theme is more than just a storybook phrase — it reflects the awe, curiosity, and growth we see in our students every day. Whether it's their first year at Armstrong, or their last, each child's journey is filled with meaningful steps that shape their future.

Last year, Armstrong sailed on a prosperous journey across the sea, and we look forward to continuing that exciting trajectory. Parents will enjoy their own fairytale evening at the Glass Slipper Gala, and families will experience the magic of Armstrongland: The Happiest Place on Earth at our spring Carnival. Each grade will participate in annual educational and musical traditions. Students will cruise in capes at the Bike Rodeo, honor our heroes on Veterans Day, and be transported through pages during our read-a-thon, Armstrong Reads.

At Armstrong, our Eagles are more than students — they are artists, athletes, friends, neighbors, and responsible citizens. We would love your support as we embark on another enchanted year of educating the children in our neighborhood.

Why do we fundraise?

Due to Texas school finance recapture laws, nearly 70% of our local tax dollars are redistributed across the state — leaving us with a \$1,500,000+ funding gap at Armstrong. Without support from families and community partners like you, we simply cannot sustain the level of excellence our school provides.

What does your support fund?

Every dollar raised by the Armstrong PTA goes directly back to our school, helping fund:

Teacher salary support

Instructional assistant salaries

Substitute teacher pay

Classroom and teacher workroom supplies

Staff professional development and graduate degrees

Enrichment programs (STEM, Economics Fair, Science Fair, Invention Convention, Garden Program)

Technology upgrades and software licenses

Operating expenses (printer/copier leases, toner, and supplies)

Campus improvements

Daily lunches for all Armstrong staff

Teacher appreciation initiatives

Any additional funds help support emerging needs, capital improvements, and classroom or curriculum enhancements requested by teachers and the district.

Can the Armstrong PTA count on your support?

We've created a variety of sponsorship opportunities throughout the school year — from large community events to exclusive naming rights. Your support not only benefits Armstrong, but also provides your business with meaningful exposure to 175+ families and 400+ students in our community.

Please review the enclosed sponsorship levels. Sponsorships are confirmed only after a completed contract and payment have been received. If you have any questions or would like help selecting the best opportunity for your business or family, please reach out to one of our team members listed below.

Thank you for helping us make this the most magical year of learning at Armstrong yet!

With gratitude,



Monet Gauthier Ball
Armstrong PTA President
president@armstrongpta.org
C: 214.929.1682



Lauren Conway
VP of Development
development@armstrongpta.org
C: 214.213.9028



Aarica Mims
Community Solicitations Chair
sponsorships@armstrongpta.org
C: 214.597.6324



Armstrong Community Sponsorships

AUCTION

Friday, November 14 - Dallas Country Club

\$25,000 - Glass Slipper Gala Title Sponsor

- 10 reserved VIP seating auction tickets
- Exclusive logo or name on swag bag given to all guests
- Largest logo at Auction & on all Auction printed & digital material
- Full page ad in the Auction booklet - cover, center or back (pick 1)
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Auction sponsor thank you sign as title sponsor

\$10,000

Valet - Live Auction/Bid Paddle - Faculty Lounge - Dreamy Dessert Room Sponsor (PICK ONE)

- 6 reserved VIP seating auction tickets
- Logo on specific magic moment & logo on all Auction printed & digital material
- Half page ad in the Auction booklet
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Auction sponsor thank you sign

\$5,000

Silent Auction - Champagne Wall - Castle Couture Shop - Ballroom Bars - Speciality Drink Sponsor (PICK ONE)

- 2 reserved seating auction tickets
- Logo on specific magic moment & logo on all Auction printed & digital material
- 1/4 page ad in the Auction booklet
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Auction sponsor thank you sign

\$15,000 - Glass Slipper Gala Entertainment Sponsor

- 8 reserved VIP seating auction tickets
- Dance floor logo & logo on all Auction printed & digital material
- Full page ad in the Auction booklet
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Auction sponsor thank you sign as the entertainment sponsor

\$7,500

Horse Drawn Carriage - Royal Throne - Golden Frame Sponsor (PICK ONE)

- 4 reserved VIP seating auction tickets
- Logo on specific magic moment & logo on all Auction printed & digital material
- Half page ad in the Auction booklet
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Auction sponsor thank you sign

\$2,500

Invitation - Live Quartet - Bar Menu - Napkin - Stir Stick - Art Wall - Late Night Cup - Souffle (PICK ONE)

- 2 auction tickets
- Logo on specific magic moment & logo on all Auction printed & digital material
- 1/4 page ad in the Auction booklet
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Auction sponsor thank you sign

CARNIVAL

Friday, April 17 - Armstrong

\$15,000 - Carnival Title Sponsor

- 6 Carnival wristbands & fast passes
- Largest logo at Carnival & on all Carnival printed & digital material
- Logo on all Carnival wristbands
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Carnival sponsor thank you sign as title sponsor

\$2,500 - Ride or Attraction Sponsor (15 AVAILABLE)

- 2 Carnival wristbands
- Logo on ride or attraction & on all Carnival printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Carnival sponsor thank you sign

\$5,000

DJ - Photo Booth - Jail - Dunk Tank - Cake Walk - Concession Stand - Decor Sponsor (PICK ONE)

- 6 Carnival wristbands
- Logo on specific magical moment at Carnival & on all Carnival printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, social media & Carnival sponsor thank you sign

ARMSTRONG READS

March 26 - April 9

\$5,000 - Armstrong Reads Title Sponsor

- Logo on exclusive bookmarks given to all students
- Logo displayed at school & on all Armstrong Reads printed & digital material
- Logo on PledgeStar, the PTA online website, sent to students' families, extended family members, & friends
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Armstrong Reads title sponsor

\$1,000 - Armstrong Reads Bookworm Sponsor (5 available)

- Logo/name displayed at school & on all Armstrong Reads printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as an Armstrong Reads bookworm sponsor

ARMSTRONG ANNUAL NAMING RIGHTS

July 2025 - June 2026

PLAYGROUND

\$5,000 - Title Sponsor

- Exclusive large sign displayed at the Playground
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Playground title sponsor

ARMSTRONG FIELD BANNER

\$2,500 - 2 of 6 available

- Large individual field banner with logo
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as an Armstrong sponsor

ARMSTRONG ARTICLE

\$3,500 - Title Sponsor

- First logo listed on the Armstrong Article sponsor section seen weekly by all Armstrong families
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Armstrong Article title sponsor

DIRECTORYSPOT

\$3,500 - Title Sponsor

- Exclusive logo on DirectorySpot, PTA family directory
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the DirectorySpot title sponsor

SPIRIT SHOP

\$2,500 - Title Sponsor

- Exclusive logo at the Spirit Shop & online store
- Exclusive logo on Spirit Shop shopping bag
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Spirit Shop title sponsor

GARDEN

\$5,000 - Title Sponsor

- Exclusive large sign displayed at the Garden
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Garden title sponsor

FIELD TRIP T-SHIRT

\$5,000 - Title Sponsor

- Exclusive logo listed on the Field Trip t-shirts given to all students
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Field Trip t-shirt title sponsor

ARMSTRONG YARD SIGNS

\$5,000 - Title Sponsor

- Exclusive logo on yard signs given to Armstrong Family Giving partners
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Yard Sign title sponsor

PTA WEBSITE

\$2,500 - Title Sponsor

- Top header logo on the PTA website with link to associated website
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the PTA website title sponsor

***Note - Large Field, Small Field & Cafeteria
are currently sponsored until June 2026**

Please reach out to Lauren Conway, VP of Development, for more information:
development@armstrongpta.org or 214.213.9028

ARMSTRONG ALL STUDENT EVENTS

Listed in Calendar Order - All Events at Armstrong

MEET THE TEACHER/1st DAY OF SCHOOL

Monday, August 11 / Wednesday, August 13

\$2,500 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

BOOK FAIR

Monday, September 15 - Friday, September 19

\$2,500 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Exclusive logo on event bags given to all students & teachers
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

FOUNDERS' DAY FAMILY PICNIC

Friday, October 10

\$5,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

VETERANS DAY

Tuesday, November 11

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

OPEN HOUSE & GRANDFRIENDS DAY

Wednesday, April 1 & Thursday, April 2

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

FIELD DAY

Friday, May 22

\$7,500 - Title Sponsor

- Exclusive logo on the event sign as title sponsor & t-shirt
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

CURRICULUM NIGHT

Tuesday, August 26

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

BIKE RODEO

Friday, October 3

\$2,500 - Sponsor (2 available)

- Large logo at event listed as title sponsor & logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

FAMILY MOVIE NIGHT

Friday, October 17

\$5,000 - Title Sponsor

- Select the movie from pre-approved list
- VIP reserved seats with swag & snacks
- Exclusive logo at event listed as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

ONE SCHOOL ONE BOOK

January

\$2,500 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on bookmark given to all students
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

MUFFINS WITH MOM

Friday, May 1

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

ARMSTRONG GRADE SPECIFIC EVENTS

Listed in Grade Level Order - All Events at Armstrong

KINDERGARTEN CHARACTER PARADE

Friday, October 31

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

KINDERGARTEN MAGICAL ME

Friday, May 8

\$500 - Title Sponsor

- 2 reserved seats
- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

1ST GRADE FAMOUS AMERICANS

Spring

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

1ST GRADE TURKEY TANGO

Friday, November 21

\$500 - Title Sponsor

- 2 reserved seats
- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

2ND GRADE ECONOMICS FAIR

April

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

2ND GRADE PERFORMANCE

Friday, October 24

\$500 - Title Sponsor

- 2 reserved seats
- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

3RD GRADE INVENTION CONVENTION

October 8 - 9

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

3RD GRADE MUSICAL PERFORMANCE

Thursday, March 12

\$500 - Title Sponsor

- 2 reserved seats
- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

4TH GRADE SCIENCE FAIR

February 4 - 5

\$1,000 - Title Sponsor

- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

4TH GRADE GRADUATION

Thursday, May 21

\$2,500 - Title Sponsor

- Lead 4th Grade Clap Out & 6 reserved seats at graduation
- Exclusive logo on the event sign as title sponsor
- Exclusive logo on all event printed & digital material
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the event title sponsor

Please reach out to Lauren Conway, VP of Development, for more information:
development@armstrongpta.org or 214.213.9028

ARMSTRONG TEACHER & STAFF APPRECIATION

2025 - 2026 School Year

CUSTOM BRANDED GIFT CARDS

\$2,500 - Title Sponsor (per year)

- Exclusive logo or name on all gift card packaging given to all teachers & staff
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Teacher Appreciation Gift Card title sponsor

MONTHLY CATERED MEALS

\$2,500 (9 of 10 months available)

- Large sign with logo or name displayed in the Teachers' Lounge
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Meal sponsor for that month

DECEMBER DAYS

\$2,000 (6 days available)

- Large sign with logo or name displayed in the Teachers' Lounge
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as a December Days sponsor

STOCK THE FRIDGE

\$500 (9 of 10 months available)

- Logo or name on Teachers' Lounge Fridge for drinks provided to all teachers & staff monthly
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Stock the Fridge sponsor for that month

LUNCH FOR A WEEK

\$1,000 (36 weeks available)

- Large sign with logo or name displayed in the Cafeteria as the Weekly Lunch sponsor
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Weekly Lunch sponsor

TEACHER & STAFF TREAT TROLLEY

\$750 (9 of 10 months available)

- Logo or name on the Treat Trolley provided to all teachers & staff monthly
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as the Treat Trolley sponsor for that month

TEACHER APPRECIATION WEEK

\$3,000 (4 days available)

- Large sign with logo or name displayed in the Teachers' Lounge
- Featured on Armstrong PTA website, Armstrong Article, yearbook, & social media as a Teacher Appreciation Weekday sponsor

Please reach out to Lauren Conway, VP of Development, for more information:
development@armstrongpta.org or 214.213.9028

Armstrong Community Sponsorship Contract

Donor Name: _____

(As it should appear for publication)

Sponsorship Opportunity(ies): _____

Sponsorship Total Amount: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Donor Signature & Date: _____

Payment Options:

_____ I am mailing a check payable to Armstrong PTA

Please mail to:

Armstrong PTA Treasurer

3600 Cornell Avenue

Dallas, TX 75205

_____ I am paying online through <https://www.armstrongpta.org/sponsorships>

Please email development@armstrongpta.org to confirm payment receipt.

Sponsorships are secured only upon receipt of a completed contract & full payment.