



Community Sponsorships
2026-2027

June 1, 2026

Dear Friend of Armstrong,



For 112 years, John S. Armstrong Elementary School has been proud to serve students in Highland Park, Texas providing a strong public education that fosters a lifelong love of learning and a nurturing environment where children can thrive.

The continued excellence of our school is made possible through the extraordinary generosity of families and community partners like you. Despite our district's higher than average income levels, the state of Texas employs a public-school funding formula that recaptures property tax revenue from more affluent districts to those with fewer financial resources and redistributes it across the state.

Due to Texas school finance recapture laws, nearly 70% of our local tax dollars are redirected outside the district, leaving Highland Park Independent School District with an annual budget gap of \$7-8 million. At Armstrong Elementary alone, this shortfall totals approximately \$900,000. As a result, fundraising is no longer optional—it is essential. Armstrong's PTA works tirelessly to bridge this gap, ensuring our students continue to benefit from the high-quality programs and opportunities our families value and expect. In addition, the support of families and community partners helps make cherished Armstrong traditions—such as the auction, carnival, and bike rodeo—possible. These memorable events are not possible without our supporters.

Every dollar raised by the Armstrong PTA goes directly back to our campus, helping support critical needs, including: teacher salary support, instructional assistant salaries, substitute teacher pay, classroom and 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 and any additional funds are used to help support emerging needs, capital improvements, and classroom or curriculum enhancements requested by teachers and the district.

To help close this funding gap, we offer a variety of sponsorship opportunities throughout the school year — from large community events to exclusive naming opportunities. Your support not only benefits Armstrong, but also provides your business with meaningful exposure to more than 175 families and over 400 students in our community.

If you have any questions, please reach out to one of our team members listed below. Thank you for helping our Eagles explore, discover and soar! We are all WILD About Armstrong!

With gratitude,

Natalie Lesikar

Natalie Lesikar
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Megan Morrow

Megan Morrow
VP of Development
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Armstrong Community Sponsor Contract 2026 - 2027

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:

Ashley Gray

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 upon receipt of a completed contract & full payment or agreed upon future payment date.