

**SPONSORSHIP  
PACKET**

Greetings,

Mill Springs Academy families, alumni and friends will come together at Bourbon & BBQ to celebrate the spirit of our amazing school while raising essential funds in support of our important mission. Taking place on March 23, 2024, at Roswell Historic Hall, sponsorship of this event puts your company in front of a captive audience of 150 philanthropic families from Greater Atlanta. Some sponsorship levels also offer year-round campus visibility and a presence in our social media and digital communications.

Founded with the goal of providing a college-prep education for students who struggled to find success in traditional classrooms, today, Mill Springs Academy serves nearly 300 students in grades K – 12 who have learning differences. MSA's individualized approach to educating its students, its excellent and dedicated faculty, and its top-notch arts and athletic facilities combine to help students leverage their strengths to excel in the classroom and beyond.

Your support of Bourbon & BBQ not only gives your business access to potential clients, but it also gives students the chance to experience the fulfillment and confidence that comes with learning and academic achievement.

Thank you,

Chair Beth Stafford, parent of MSA 9th grader

## What is our MISSION

Mill Springs Academy is a values-based educational community dedicated to the academic, physical, and social growth of those students who have not realized their full potential in traditional classroom settings.

## What is our VISION

By providing exceptional facilities, including individual school buildings, fine arts, and athletics, Mill Springs will offer a stimulating and challenging learning environment that utilizes technology across the entire curriculum, which maximizes individual potential and ensures that students of all ability levels are well equipped for success in school and success in life.

*“If a student can’t learn the way we teach ... we should teach the way a student can learn.”*

- Tweetie L. Moore, Founder

## Key Facts about MSA

- Founded in 1981
- Serving students with a variety of learning differences in grades K-12
- Four levels of instruction - conceptual, on-level, honors, and AP - all meeting Georgia standards
- Individualized career and college counseling, including junior and senior year “transitions” electives to explore student paths to success.
- Pulling students from over 50 zip codes in the metro-Atlanta area
- 85-acre campus
- Robust athletic and fine arts programs
- 20% of students receive some form of financial assistance

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# SPONSORSHIP OPPORTUNITIES

Bourbon & BBQ sponsorship and underwriting provide visible opportunities to convey your support of MSA's mission. Mill Springs Academy's community is filled with highly aware and active participants who readily support those who support our school!

Some of the expenses that provide underwriting opportunities are:

- Venue & Decor \$1500
- Auctioneer \$1250
- Entertainment \$1000
- Tshirt \$1000
- Beer \$500

Full and partial underwriting gifts are gladly accepted. For helping us defray our event expenses, you will receive acknowledgments as listed in the sponsorship level that most closely matches the amount of your underwriting expense.

*Mill Springs Academy is a 501(c)(3) not-for-profit educational organization. Your gift may be tax deductible. Please consult your tax advisor.*




























# PITMASTER

## Pitmaster Sponsor \$5,000

- Sponsorship banner in gymnasium
- Digital sign placement
- Monthly spotlight in school newsletter
- Placement on event invitation & recognition at event
- Logo placement on T-Shirt
- Placement on digital & social media promotions
- Placement on event and mobile bidding site
- 4 tickets

# Bourbon & BBQ

## Sponsorship Opportunities and Benefits

	Pitmaster Sponsor \$5,000	Hickory Sponsor \$2,500	Oak Sponsor \$1,000	Mesquite Sponsor \$750	Pecan Sponsor \$500
Sponsorship banner in gymnasium					
Digital sign placement					
Monthly spotlight in school newsletter					
Placement on event invitation & recognition at event					
Logo placement on T-shirt					
Placement on digital & social media promotions					
Placement on mobile bidding website					
Ticket to event	4	4	4	2	2



**Sponsorship / Underwriting Agreement**  
**Bourbon & BBQ**  
**Saturday, March 23, 2024**

Sponsorship Level or Underwriting Opportunity: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Donor Company Name: \_\_\_\_\_  
(as you wish it to appear on all media/marketing materials)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Check #: \_\_\_\_\_ payable to Mill Springs Academy

Please charge my (circle):      Visa                      MasterCard                      Discover

Card #: \_\_\_\_\_

Exp date: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Please mail or email completed contract to Julie Colbert (jucolbert@millsprings.org )  
c/o Mill Springs Academy  
13660 New Providence Road, Alpharetta, GA 30004  
678.893.7807

THANK YOU for your generous support of Mill Springs Academy, a non-profit 501 C (3) organization.  
Your donation may be tax-deductible; Please return this form with a digital file  
of your company logo and payment no later than April 6, 2023.