



*Alview-Dairyland
School District*

*Bass Lake Joint
School District*

*Chawanakee Unified
School District*

*Chowchilla School
District*

*Chowchilla Union
High School District*

*Golden Valley Unified
School District*

*Madera County
Board of Education*

*Madera Unified
School District*

*Raymond-Knowles
School District*

*Yosemite Unified
School District*

*State Center
Community College
District*

*28123 Avenue 14
Madera, CA 93638*

*Voice: (559) 673-6051
Ext. 278*

Fax: (559) 673-5569

*E-mail:
sfrazier@maderacoe.k12.ca.us*



Dear Prospective Sponsor,

The Madera County School Boards Association (MCSBA) initiated a project to promote schools and districts in Madera County. It is a fact that good schools build good communities and good communities build good schools. Thus, it is important to communicate the significant and exciting events that are happening in the schools and districts in Madera County.

Each and every business in Madera County can enjoy the benefits that come from strong schools. Schools with high academic achievement attract prospective residents resulting in a booming residential real estate market with higher home values. Schools also have a strong influence on new businesses. You can turn the value of good schools into higher returns for your business at the same time improving the well being of our schools.

Our campaign slogan is as follows:

It's All Here!
• **Bright Futures**
• **Strong Communities**
Discover Madera County Schools

We anticipate this project to be a three-year campaign or longer. Possible marketing activities include brochures, postcards, website, billboards, TV commercial, radio announcement and annual reports. (**For businesses with billboards:** *If you currently have a billboard posted, you might be interested in adding an extended banner with our campaign slogan. This shows that the education community and the business sector are working together towards strengthening schools.*) Because we see you as one of the business leaders in Madera County, we would like to know what it is that might interest you in sponsoring this project in order to get a higher return on your investment.

We look forward to your feedback on our marketing campaign. For further information about this campaign and how it can benefit your business, please contact me at monadiaz@gmail.com or check out the Association's website at www.maderacountyschools.org.

Help us build bright futures and strong communities by investing in our schools!

Sincerely,

Mona Diaz
President