



## Columbia County KIDS TAG ART

A Program by the Columbia  
County Tax Collector's Office

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### KIDS TAG ART STEERING COMMITTEE

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Honorable Ronnie Brannon, CFC  
Tax Collector

Kyle Keen, CFCA

Mandy Eadie, CFCA

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### Platinum Sponsor



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135 NE Hernando Ave  
Suite 125

Lake City, FL 32055  
Tel. (386) 758-1080

Web: [www.Columbiataxcollector.com](http://www.Columbiataxcollector.com)

## Sponsorship Letter

Dear Sponsor:

Kids Tag Art will wrap up its third year on March 27<sup>th</sup> and we are thrilled to announce that our program is growing year over year thanks to you our sponsors.

- **\$12,829.99** raised from our 2017 sponsors for Kids Tag Art
- Our sales **increased** this year by **11%**
- This year we had 19 sponsors
- Our product line increased; We added Christmas Ornaments and Key Chains
- Each elementary school art teacher will receive **\$1,065** from the sponsorships dollars you helped raise.
- Average profit from tag sales at each elementary school was **\$740.88**.
- Each elementary art teacher will receive on average **\$1,805.88** from the sponsorship dollars and tag sales.

Of course, these accomplishments could not have been possible without the generous funding of our sponsors and their appreciation for the important role Kids Tag Art and arts education plays in growing the creative and innovative thinkers of tomorrow.

I would like to invite you and your business to sponsor Kids Tag Art for the upcoming 2018-2019 school year. After reviewing the information enclosed, I know you will agree that the positive exposure for *YOUR COMPANY* is an outstanding opportunity. In addition to being a great business decision, being part of this program allows *YOUR COMPANY* to play a visionary and active role in fostering creativity in the classroom, which is needed to lead our county into the future.

As we put our plans in place for the 2018 program year, **I wanted to give you the opportunity to be a sponsor for 2018.** Supporting documentation that outlines the benefits of our different sponsorship levels is enclosed.

We hope that you will find Kids Tag Art an investment value in your business and participate in this worthwhile cause. I look forward to calling on you in the coming weeks to follow-up and find out how we can make our fourth year an even bigger a success.

Sincerely,

Ronnie Brannon  
Tax Collector for Columbia County

# Kids Tag Art Process

Kids Tag Art is a fundraiser aimed at helping our Elementary School Art Teachers. As budgets tighten every year, the Art budget is often cut or completely removed from a school. Art supplies by their nature are consumable. They are not like text books that can be used year after year. Kids Tag Art fundraiser helps our local Art Teachers fill the gap in their classroom supplies.

Beginning with the new school year, each Elementary Art Teacher has their 1<sup>st</sup> – 5<sup>th</sup> grade students draw a vanity license plate. This plate design can then be purchased by their parents, grandparents, etc.

The Kids Tag Art tag packages sell for \$15, \$25 and \$28. Each Elementary School gets to keep the profit from each package sold. The current profit is \$5.99, \$11.75, and \$14.22 respectively. For the 2017 program year over 900 packages were sold. In Columbia County, Florida we have 9 elementary schools so each school on average raised \$740.88 in profit from their tag sales.

We also collect sponsorships to help pay for the program. Once the program is completed for a given year, we divide all the sponsorship money collected less expenses among the 9 Elementary Schools. Last year we collected \$12,829.99 in sponsorship money. After we paid for the order forms, banners, etc., each Elementary Art Teacher received \$1,065 in sponsorship money.

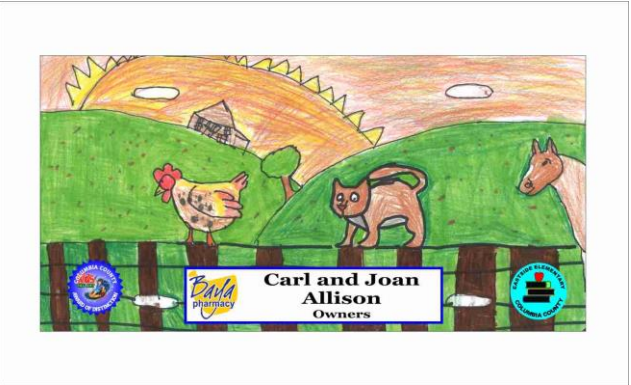
Once you combine school sales and sponsorship money, each Teacher on average received \$1,805.88 to use in their Art classroom.

As a Platinum Sponsor your logo will appear on every tag that is sold at the school level and will be included on an insert that is mailed to over 38,000 DMV customers here in Columbia County.

As a sponsor of the program you will get to pick one of the Award of Distinction winners to be your company's tag. I have included some of the winning tags from past year's so you can see the quality being produced by our students.

# Award of Distinction Winners from Past Years

As a sponsor you get to pick a tag to represent your company



Here are some comments from our Elementary Art Teachers about Kids Tag Art and how your sponsorship has directly impacted their classrooms.

I purchased a Mural Easel, the canvases, paints and brushes. Students designed a mural for Westside that was drawn on the 5 feet by 10 feet canvas. All fourth and fifth grade students were able to participate in the painting of the mural which now hangs on the front of the Office building.....This fund raiser has been such a blessing to the students at Westside and has enriched our Art program more than anything else that we do.

Because of this program and the sponsors, I have been able to create a ceramics program at Eastside. We now have the funds for clay, glazes, ceramics tools, and kiln shelves and supports that are necessary to run the kiln.....**Without the program, I would have to provide a year of art education for well under one dollar per student.**

For the Niblack artists, this project helped us to practice doing our best to help make our product "saleable"....choosing our color schemes carefully and putting a unique and personal spin on an overall theme.

The Tag Art program has positively affected my art program at CCE. I have plenty of supplies and endless options. When planning projects I don't have to worry about the materials needed since funding is available through the Tag Art program. It has allowed me to experiment with new things that may not have been affordable in the past. This keeps the art projects new and exciting for the students (and the teacher).



# 2018 Sponsorship Benefits

## All Sponsors

- Your name or logo prominently displayed on all collateral materials such as stationary, award certificates, order forms and correspondence.
- Over 54,000 yearly visits to the Tax Collector website, [www.ColumbiaTaxCollector.com](http://www.ColumbiaTaxCollector.com) where the Kids Tag Art program link will be prominently displayed and where press releases and articles will be featured, including sponsor mentions during promotional period.
- Separate Kids Tag Art page where sponsor logos are prominently displayed during promotional period.
- Recognition in all press releases and in all communications to schools who receive distributions.
- Use of traveling Kids Tag Art display at your place of business
- In 2016-17 there were over 5,000 elementary students at Columbia County Public Schools. With 5,000 students, there are approximately 9 family members per student, (parents, siblings and grandparents) for a total 45,000 people potentially reached through this program in Columbia County.

*In addition, these exclusive sponsorship opportunities are available:*

### Platinum Sponsor – 2 of 2 Available

**\$5,000**

- Your logo prominently displayed in the top or bottom center of all kid tags
- Your business featured on a color insert\*to be included into Tax Collector motor vehicle registration reply mail during the year. Average yearly DMV renewal mailings reach over 38,000 a year (\*Content approval required)
- Invitation to participate and recognition at the Columbia County School Board Award Presentation.
- Your name and logo displayed on the front page of the Tax Collector’s website on the Kids Tag Art link during promotion period. [www.ColumbiaTaxCollector.com](http://www.ColumbiaTaxCollector.com). (Over 54,000 yearly visits)
- On a separate Kids Tag Art page, your logo prominently displayed with link to your website.
- Your business featured on a color TV ad, which will run on our office lobby TV throughout the year. Over 71,000 people visit our office yearly. (\*Content approval required)
- Your logo will be prominently displayed on tee shirts worn by the Tax Collector Office staff
- Award of Distinction Presentation and Framed Choice Award Tag for your place of business
- All Sponsorship opportunities listed in “All Sponsors” box above.

### Gold Sponsor

**\$ 1,000**

- Your name and logo on Tax Collector’s website and listed on all publicity during promotion of Kids Tag Art.
- Your logo will appear on our main homepage on a rotational basis with all the other Gold Sponsors (Over 54,000 yearly visits)
- Recognition at School Board presentation of winners.
- Your name on Kids Tag Art page on the Tax Collector’s website.
- Award of Distinction Presentation and Choice Tag for your place of business
- All Sponsorship opportunities listed in “All Sponsor” box above.

### Silver Sponsor

**\$500**

- Your name and logo on Tax Collector’s website and listed on all publicity during promotion of Kids Tag Art.
- Award of Distinction Presentation and Choice Tag for your place of business
- Recognition at School Board presentation of winners.
- All Sponsorship opportunities listed in “All Sponsor” box above.

### Bronze Sponsor

**\$250**

- All Sponsorship opportunities listed in “All Sponsor” box above.

To be a sponsor, please contact Kyle Keen or Mandy Eadie at 758-1080 or at [kta@columbiataxcollector.com](mailto:kta@columbiataxcollector.com)



## Columbia County Kids Tag Art 2018 Sponsor Commitment Form

### Sponsorship Levels

<b>Platinum Sponsor</b>	<b>\$5,000+</b>
<b>Gold Sponsor</b>	<b>\$1,000+</b>
<b>Silver Sponsor</b>	<b>\$500+</b>
<b>Bronze Sponsor</b>	<b>\$250+</b>

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_

Check Enclosed: \_\_\_\_\_ Please Bill Me: \_\_\_\_\_

The Columbia Public Schools Foundation Inc., the 501(c) 3 direct-support organization of the Columbia County School Board will be the fiscal agent of these funds. Please make checks payable to the Columbia Public School Foundation, Inc. and note "Kids Tag Art" on them. All donations made to this project are tax deductible. You will receive a thank you note with the CPSF tax determination status noted for your records. Please return this page to:

Columbia County Tax Collector's Office  
c/o Kids Tag Art  
135 NE Hernando Ave, Suite 125  
Lake City, FL 32055