

Naming Rights Campaign

In 1996, a group of parents, teachers and community members founded Monument Academy with the objective of creating a public school of choice where high academic standards, smaller class sizes, respect and responsibility are valued and emphasized. After twelve successful years of dedication to those ideals, Monument Academy has achieved distinction as measured not only by the quality of education it consistently produces, but by the character embodied by the citizens who are its former students. The one feature that the school has lacked is a permanent facility that matches the quality of all other aspects of MA.

That is about to change. Monument Academy will open the 2008/09 school year in a brand new, 74,000 square foot building approximately ½ mile east of I-25 on CO-105. This new facility will provide a comfortable learning environment for the students, a single campus for the Pre-K through 8th grades and classrooms with physical qualities consistent with the caliber of students and teachers who form Monument Academy.

This new facility presents a unique opportunity for all members of our community, whether they are parents, faculty, or corporate citizens. We are thrilled to introduce the Monument Academy Naming Rights Campaign. This Campaign will create lasting partnerships between and among the school, parents, staff members and corporations within our community. In addition to the financial aspect of the partnership, by participating in the Naming Rights Campaign, community members will create a permanent, tangible way of recognizing their dedication to Monument Academy's mission and ideals. Ideally, we are seeking sponsors that share our commitment to our mission and values.

The essence of the Campaign is to allow community members to sponsor a part of the new campus, including classrooms, labs, the library, the gym, playgrounds and athletic fields. In recognition of their sponsorship, the sponsors' names will be permanently displayed in or near the area sponsored. Depending on the level of sponsorship, relationships may be expanded to include educational and cross marketing opportunities. By participating in the Campaign, community members will be recognized for their commitment to providing quality education, their devotion to their community and their generosity.

Sponsorship opportunities range in size from \$5,000 for a classroom to \$150,000 for the gymnasium. All opportunities may be co-sponsored. See below listing for the amounts related to each opportunity. As Monument Academy is a nonprofit organization as defined by the IRS, all contributions to the Naming Rights Campaign are tax-deductible. Please contact the Business Office for any questions about deductibility or documentation to support the deductibility of a contribution.

Funds raised during the Naming Rights Campaign will be used to enhance the construction of the school including optional components and finishes, as well as to provide and replace furnishings and supplies and to otherwise bolster the school's operations.

Thank you for your consideration. Should you have any questions or wish to participate in the Campaign, please contact a member of the Board of Directors, the Owner's Representative, and/or the Principal.

Naming Rights Opportunities

	<u>Number</u>	<u>Amount</u>
Gymnasium	1	\$150,000
Driveway	1	\$100,000
Playfield	1	\$100,000
Library	1	\$75,000
Multi-purpose Room	1	\$75,000
Main Office/Administration	1	\$50,000
Preschool Playground	1	\$50,000
Kindergarten Playground	1	\$50,000
Stage	1	\$30,000
Nurse's Office	1	\$30,000
Lighted Walking Path	1	\$25,000
Computer Lab	2	\$25,000 ea.
Volunteer/Teacher Work Room	1	\$15,000
Teacher/Staff Lounge	1	\$15,000
Middle School Band/Orchestra	1	\$15,000
Elementary Music Room	1	\$10,000
Science Lab	1	\$10,000
Art Room	2	\$10,000 ea.
Foreign Language Room	2	\$10,000 ea.
Gifted/Talented Room	1	\$10,000
Special Education Room	1	\$10,000
Regular Classrooms	37	\$5,000 ea.
Tree	90+	\$250 - \$500 ea.
Plantings	50+	\$15-\$40 ea.



Core Virtues – Our Core Virtues present a unique opportunity for Naming Rights Campaign Sponsors. Integration of Core Virtues into our curriculum is one of the features of Monument Academy that makes it special. The main lobby in our new building will be known as the “Hall of Virtues” and each Virtue will be displayed in the Hall. Sponsors whose identity is closely related to one of the Core Virtues may want to consider sponsoring a Core Virtue in the Hall of Virtues or becoming a sponsor of the entire Hall of Virtues.

Virtue Sponsorships

Courage	\$ 15,000
Humility	\$ 15,000
Forgiveness	\$ 15,000
Integrity	\$ 15,000
Self-Control/Self-Discipline	\$ 15,000
Gratitude	\$ 15,000
Honesty	\$ 15,000
Diligence/Perseverance	\$ 15,000
Respect	\$ 15,000
Responsibility	\$ 15,000
Compassion	\$ 15,000
Patience	\$ 15,000

Notes:.

- Any of the above opportunities may be co-sponsored
- Sponsorships have been received for items highlighted in yellow

