



Dear Potential Sponsor,

Saint Demetrios Greek Language School is one of the first, most renowned and recognized Greek Schools in the United States. Founded in 1942, it has played a critical role in teaching multiple generations the Greek language and is regarded as one of the leading schools in the Greater Philadelphia and Southern New Jersey region.

We realize that from a business standpoint, no resource is as important as the human resource. In an effort to ensure our students have academic advantage necessary to excel and learn Greek as a Second Language and the Hellenic culture, we are reaching out to business leaders in the Greater Philadelphia Area in hopes that they will join our **Sponsor Program** and become an annual advertising sponsor. We established this program in an effort to secure that our students have access to simple, yet critical, learning advantages such as the internet, interactive learning equipment, online classroom systems, as well as the opportunity to learn the **Greek Language and Culture** in a more engaging way.

We are not asking for a traditional donation but rather a partnership where both parties can benefit. As a sponsor, we plan to promote your business and services online, at various school functions to reach from 120 people to a community of nearly 1,000 people and provide a return on your investment.

This upcoming school year (2018-2019) we will have two (2) levels of corporate sponsorship available along with affordable and convenient online payment options on our website www.mygreekschool.org. Each sponsorship level will have increasing amounts of exposure and advertisement on our school website, our community mass marketing platform and our school events and bulletins.

PLATINUM SPONSOR \$4,000

- Change your marketing ad up to 9 times per school year.
- Track the responses to your company's special offers.
- The company will be advertised during all School events.
- Monthly statistics related to online ads including percentage of clicks and demographics.
- Exclusive rights to be listed as the primary sponsor for our school in all publications.
- Video ads via email and our website www.mygreekschool.org list of the sponsors.
- Receive a five (5) person pass to our annual dance which includes food and music.

GOLD SPONSOR \$2,000

- Change your marketing ads up to 4 times per school year.
- Track the responses to your company's special offers.
- The company will be advertised during all School events.
- Quarterly statistics related to online ads including and percentage of clicks and demographics.



Marketing Benefits to Your Company:

1. **Exposure to your target market.** If you sponsor our school, your direct target market audience is 120 parents plus staff and a community of nearly 1,000 people. It is an opportunity for your company to reach a niche target market audience. We use prominent signage, eye-catching ads and professionally produced marketing materials to attract customers to your website or place of business, by advertising special offers and events.
2. **Shows community involvement.** Smaller, less expensive event sponsorships enhance your visibility in the community. Sponsoring a Greek language school helps keep your brand at the top of mind with families and relatives that would visit our website to see pictures and videos of their children or attend an event where they would be exposed to your company's advertisement and read weekly email broadcasts.
3. **Put your business in the spotlight.** Sponsoring our school also sponsors the related events and that helps you stand out from the crowd. It enables you to prominently display your products and marketing materials instead of just donating to our community.
4. **Brand recognition.** By becoming our sponsor, your business name and logo will be included in variety of areas, and you can further leverage the opportunity to promote your brand by offering a limited time offer to track how well the marketed ad is responding by our subscribers.
5. **Inexpensive way to market your business.** Advertising can be expensive. Sponsoring our school costs less and provides a greater ROI by focusing your marketing efforts on your target audience.

Subscriber Analytics 360: The Target Audience results below are based on email announcements during school year 2017-18. Our analytic tools will report audience results and we intent to provide that feedback to our sponsors excluding subscriber's private information. Our school website is currently under development and expected to be operational by August 2018 with an online learning student platform along with a tuition reoccurring payment system, student performance, and much more.

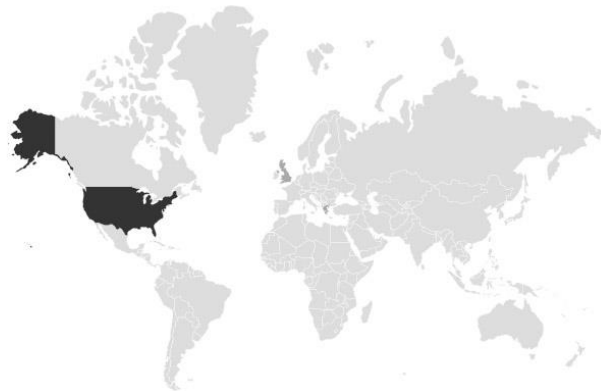


Email domain performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
gmail.com	25 (32%)	1 (4%)	20 (83%)	2 (8%)	0 (0%)
yahoo.com	13 (17%)	0 (0%)	7 (54%)	1 (8%)	0 (0%)
aol.com	7 (9%)	0 (0%)	5 (71%)	1 (14%)	0 (0%)
verizon.net	6 (8%)	0 (0%)	4 (67%)	1 (17%)	0 (0%)
comcast.net	5 (6%)	0 (0%)	4 (80%)	0 (0%)	0 (0%)
Other	22 (28%)	1 (5%)	16 (76%)	7 (33%)	0 (0%)

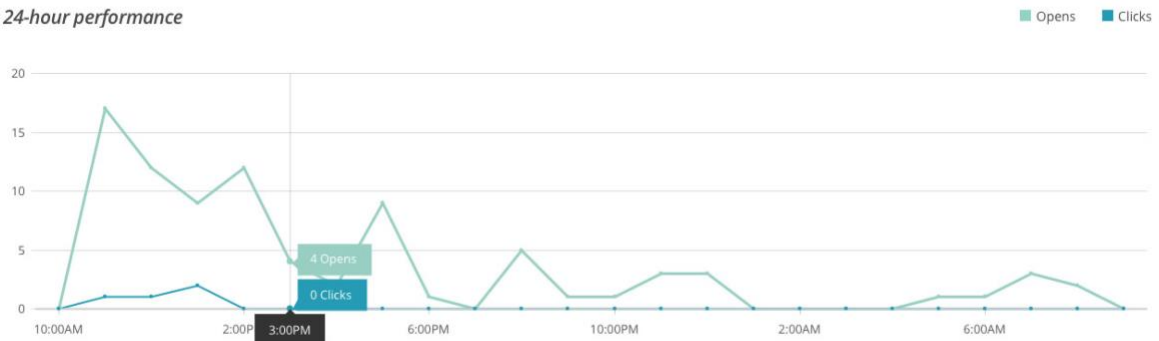
Top locations by opens

USA	149	93.7%
Greece	7	4.4%
United Kingdom	3	1.9%



Successful deliveries	107	99.1%	Clicks per unique opens	8.1%	
Total opens	158		Total clicks	12	
Last opened	6/7/18	8:03AM	Last clicked	6/5/18	1:39PM
Forwarded	0		Abuse reports	0	

24-hour performance





74 Opened	6 Clicked	1 Bounced	0 Unsubscribed
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Total opens	158		Total clicks	12	
Last opened	6/7/18	8:03AM	Last clicked	6/5/18	1:39PM
Forwarded	0		Abuse reports	0	

Audience

Past 7 days

+31 +40%

Audience Change (7 days)

109

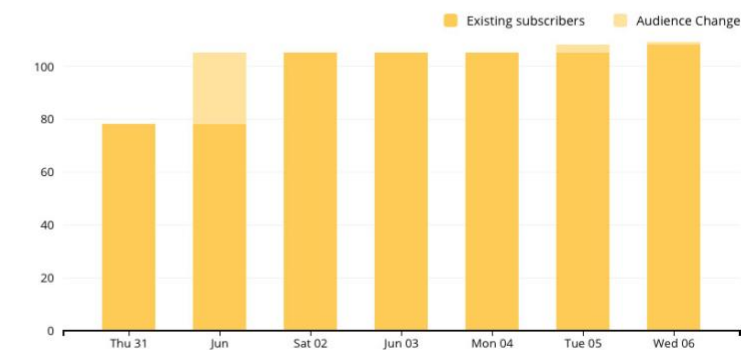
Total Audience

0

Unsubscribes and Bounces

View Lists

Growth Sources





Last Week 2017-2018

Regular • Saint Demetrios Greek Language School

Sent on Tue, Jun 05, 2018 10:28 am

108
Subscribers 69.2% Opens 5.6% Clicks

Announcement

Regular • Saint Demetrios Greek Language School

Sent on Sat, May 26, 2018 8:31 pm

78
Subscribers 73.7% Opens 15.8% Clicks

Campaign engagement

Past 7 days

107

Emails Delivered (7 days)

Opened

92

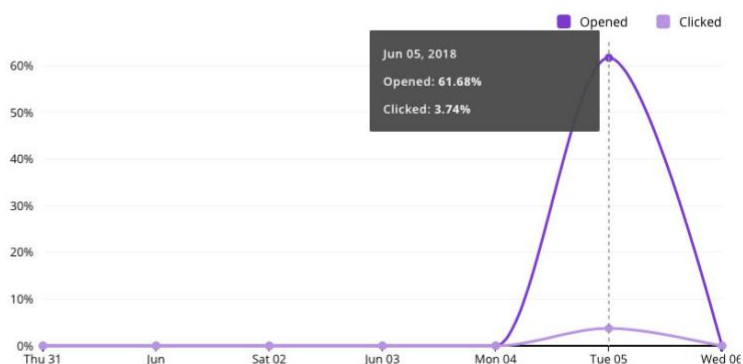
85.98% of Delivered

Clicked

4

4.35% of opened

[View Reports](#)



We feel that together with your help, the outstanding teachers, an enhanced educational system and facilities we can continue to improve and make advancements to our School that will positively impact the students and community for generations to come.

If you wish, please take a moment to indicate that you will help our Greek School endeavors by committing to become an annual sponsor. Please return the enclosed response form with a check payable to Saint Demetrios Greek Language School.

Let us thank you in advance for your time and support.

Sincerely,

Fr. Gregory Gilbert – Presiding Priest
Dr. Paschalis Doulias – Greek School Director

Ted Kardon – Greek School Board President
Olga Tsaousidis – Greek School Board Vice President
Angela Kalemis – Greek School Board Secretary
Lisa Karamitopoulos – Greek School Board Treasurer
John Ginis – Greek School Board Assistant Treasurer



SPONSORSHIP REPLY FORM

Name _____

Organization/Company Name _____

Address _____

Phone _____ Fax _____

E-mail _____

Best time of day to contact: morning afternoon evening

Yes, I/my organization would like to serve as a sponsor for Saint Demetrios GOC Greek as a Second Language School.

We will contribute the following: (check payable to Saint Demetrios Greek Language School)

Platinum - \$4,000

Gold - \$2,000



Saint Demetrios Greek Orthodox Church
Greek Language School
229 Powell Lane
Upper Darby, PA. 19082

www.mygreeschool.org
www.saintdemetrios.org
Tel: (610) 352-7212

