



HYER HARBOR

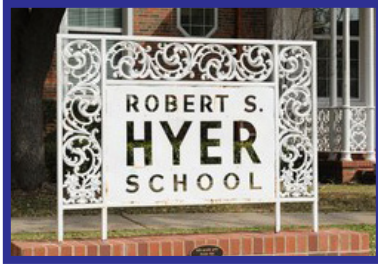
Anchored in tradition, Sailing towards the future

Hyer Elementary PTA

CORPORATE SPONSORSHIP OPPORTUNITIES

2026  2027

SUPPORTING HYER



Dear Friend of Hyer,

Our year of Boot Scootin' Hyer has been a rootin', tootin' good time! As we begin to tip our hats to an incredible year, we invite you to come aboard with us as a family underwriter or corporate sponsor. Together, we're setting sail and dropping anchor at Hyer Harbor.

WHY DOES HYER NEED THE SUPPORT OF COMMUNITY BUSINESSES LIKE YOU?

Almost 70% of HPISD tax dollars are recaptured by the state of Texas and redistributed to lower income districts each year. HPISD is left with a \$7 - \$8 million gap in funding, with fewer funds per student as compared to neighboring districts that are not subject to recapture. As a result, the Hyer Parent Teacher Association (PTA) must rely on family contributions and corporate backing to help bridge the funding gap so that Hyer can continue its long-standing tradition of providing unique academic opportunities and exceptional programs to our students.

WHAT DOES YOUR SUPPORT HELP FUND?

For the school year, *Hyer seeks to raise at least \$800,000* through family contributions and community business partnerships. With your financial support, the PTA can provide:

- Teacher and instructional aide salaries
- Curriculum initiatives such as a Spanish program, STEM (Science, Technology, Engineering, and Mathematics), and an outdoor learning garden
- Teacher and staff professional development and graduate-level degrees
- All technology needs, including equipment upgrades and replacements and software subscriptions
- Compensation for substitute teachers
- Classroom and teacher workroom supplies
- General operating expenses, including copier and printer leases, toner, printing supplies, cleaning supplies, website, and online directory
- Teacher appreciation efforts
- Hyer's Learning Garden
- Parent education opportunities
- Numerous exciting events for children, parents and grandparents (Carnival, Auction, Family events, Bike Rodeo, Moms' Night, All School Book Club, Read on Hyer, Grandfriends Day, Open House, etc.)

Any funds raised beyond our \$800,000 goal will go directly toward fulfilling special requests from our dedicated staff—providing everything from curriculum enhancements and classroom library books to new playground equipment, STEM resources, and art materials.

Becoming a corporate sponsor gives your business the opportunity to support Hyer Elementary through a variety of events and initiatives throughout the school year. Not only does your sponsorship make a meaningful impact at our school, but it also helps your brand build strong connections with over 350 families and 450 students—embedding your business into the fabric of our community.

If your company would like to be part of our 2026-2027 sponsor family, please complete the forms included below. Local businesses like yours are what make our community thrive, and we truly appreciate your support. We look forward to partnering with you!

Warm regards,

Megan Conlon

PTA President
(214) 215-2993
Megan.Conlon86@gmail.com

Catherine McGuire

Corporate Solicitations Chair
(512) 771-1510
Catherine.McGuire@compass.com

Kelly Morgan

PTA Ways & Means Officer
(214) 470- 8439
Kelly.Morgan@alliebeth.com



HYER AUCTION

NOVEMBER 6, 2026  DALLAS COUNTRY CLUB

JOIN US IN SUPPORTING HYER'S BIGGEST EVENT OF THE YEAR!

This year's Hyer Auction channels the country club culture, reimagined through an '80s lens: bright colors, crisp polos, and clubhouse chic looks. Our annual auction brings together families, staff, and community members to raise vital funds for our school programs. We invite you to become a sponsor and make a meaningful impact, where birdies, bogeys, and bold bids are all part of the fun. It's sure to be a night well above par at the Hyer Country Club.

\$15,000

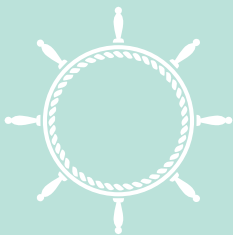


**TITLE SPONSOR:
1 AVAILABLE**

*Exclusive Title Sponsor
Recognition*

- Top logo placement on all event materials
- Recognition in all pre-event marketing
- Premier signage at the event (entry, stage, and bar)
- Logo included in event slideshow/video
- Recognition in auction program and website
- Early access to silent auction

**10 Auction Tickets
10 VIP Wristbands**



CLUB CHAMPION

\$10,000



4 AVAILABLE

*Choose one of the following
sponsorship recognitions:*

- **Band Sponsor**
(1 available)
- **Silent Auction Sponsor**
(1 available)
- **VIP Lounge Sponsor**
(1 available)
- **Live Auction Sponsor**
(1 available)

High-Impact Visibility

- Prominent logo placement on event materials
- Logo on auction website and social media
 - Recognition in select marketing communications
 - Featured event signage
- Recognition in auction program

**8 Auction Tickets
8 VIP Wristbands**

**INVITATIONAL CUP
WINNERS**

\$7,500



4 AVAILABLE

*Choose one of the following
sponsorship recognitions:*

- **Dance Floor Sponsor**
(1 available)
- **Raffle Sponsor**
(1 available)
- **Pop-Up Pro Shop Sponsor**
(1 available)
- **19th Hole - Main Bar Sponsor**
(1 available)

Signature Event Presence

- Logo placement on event signage
- Recognition in auction program
 - Name listed on website

**6 Auction Tickets
6 VIP Wristbands**

**MEMBER-GUEST
CHAMPIONS**



HYER AUCTION

NOVEMBER 6, 2026  DALLAS COUNTRY CLUB

\$5,000



MULTIPLE AVAILABLE

Choose one of the following sponsorship recognitions:

- Dinner Sponsor (1 available)
- Dessert Sponsor (1 available)
- Technology & Lighting Sponsor (1 available)
 - Photo Booth Sponsor (1 available)
- Styrofoam & Shatterproof Cup Sponsor (1 available)
- Field Stand Foyer Bar Sponsor (1 available)
 - Custom Hats (1 available)
 - Custom Golf Towel Sponsor (1 available)
 - Cigar Roller Sponsor (1 available)

Strong Event Exposure

- Name/logo on select signage
- Recognition in event program
- Name listed on website and social media

4 Auction Tickets
4 VIP Wristbands



**HOLE IN ONE
SPONSOR**

\$2,500



MULTIPLE AVAILABLE

Choose one of the following sponsorship recognitions:

- Bid Paddle Sponsor (1 available)
- Kid Art Sponsor (1 available)
- Koozie Sponsor (1 available)
- Cocktail Napkin Sponsor (1 available)
- Teacher Appreciation Sponsor (1 available)
 - Valet Sponsor (1 available)
- Water Bottle Sponsor for Valet Stand (1 available)
- Centerpiece Sponsor (1 available)
 - Step & Repeat Sponsor (1 available)
 - Late Night Snack Sponsor (2 available)
- Check-in Sponsor (3 available)
- Specialty Cocktail Sponsor (1 available)
- Party Favor Sponsor (2 available)
- Program Sponsor (1 available)

Social & Supporting Sponsor

- Name listed in event program
- Recognition on sponsor signage
- Name listed on website and social media

4 Auction Tickets

**19TH HOLE
SPONSOR**

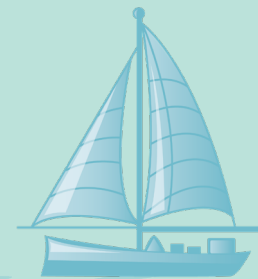
\$1,000



**UNLIMITED
AVAILABLE**

- Name listed in event program
- Recognition on shared sponsor signage

2 Auction Tickets



**CADDIE CLUB
SUPPORTERS**



SAFETY WEEK: BIKE RODEO

OCTOBER 5-9, 2026

SAFETY WEEK IS A LONG-STANDING FAVORITE EVENT IN OUR HYER COMMUNITY.

It includes educational activities that teach students about multiple aspects of safety, including police, fire, stranger awareness, and bike safety. The week culminates in a hands-on bike safety course for students, an exciting finale where parents come to cheer on their kids. Students will receive an official safety permit to hang on their bikes, showing they can safely navigate roads and sidewalks. Our sponsorship opportunities provide meaningful exposure for your business within the Hyer community while also supporting the PTA in bringing this impactful event to our students.



\$5,000



TITLE SPONSOR EXCLUSIVE

- Business Logo exclusively displayed as Title Sponsor on banner in front of the school
- Course Sponsor - business logo on bike rodeo course flags
- Title Sponsor Recognition by Bike Rodeo Event DJ (3X)
- Title Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
- Title Sponsor Recognition in SAFETY WEEK materials sent home to all families
- Business logo on sticker for helmets or water bottles

PRESENTING SPONSOR

\$2,500



2 SPONSORSHIPS AVAILABLE

CHOOSE ONE OF THE FOLLOWING SPONSORSHIP RECOGNITIONS:

- **Safety Permit Bike Tag Sponsor**
Business logo on the bike tag for every student's bike
- **Photo Booth Sponsor**
Business logo at the bottom of the Photo Booth picture
- Sponsor Recognition by Bike Rodeo Event DJ (1X)
 - Prominent Sponsor Recognition in Hyer's Electronic newsletter (Husky Herald)
- Sponsor Recognition in Safety Week materials sent home to all families

BIKE SAFETY SPONSOR

\$1,000



UNLIMITED

- Business logo placement on yard sign at bike racks
- Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)
- Sponsor Recognition in Safety Week materials sent home to all families

COMMUNITY SPONSOR

READ ON HYER

FEBRUARY 3-10, 2027

READ ON HYER IS A HIGHLIGHT OF THE SCHOOL YEAR FOR OUR KIDS!

This beloved fundraiser, created and developed by the Hyer PTA, has two primary goals: to foster a love of reading in our children and to raise essential funds to support our school. Students obtain pledges for their reading during the event and earn rewards based on both their reading minutes and fundraising efforts. These exciting rewards include prizes, celebration parties, and special reading events. All sponsorships directly benefit our students and help encourage a love of reading for the next generation!



\$5,000



TITLE SPONSOR EXCLUSIVE

Business Logo with
LARGEST placement on:

- Banner in front of school
(Exclusively listed as
Title Sponsor)
- Website & electronic
communication – for
multiple weeks
- Printed brochure
FRONT PAGE

Opportunity to include
promotional item in
SWAG bag for VIP
level student readers



TITLE SPONSOR

\$2,500



UNLIMITED SPONSORSHIPS AVAILABLE

Business Logo with
PROMINENT placement on:

- Banner in front of school
- Website & electronic
communication – for
multiple weeks
- Printed brochure

Opportunity to include
promotional item in
SWAG bag for VIP
level student readers

PAPERBACK SPONSOR

\$500



UNLIMITED SPONSORSHIPS AVAILABLE

- Business Logo displayed on
website & electronic
communication
- Business Logo included
in printed brochure

NEWSPAPER SPONSOR

HYER CARNIVAL

APRIL 16, 2027

THIS FUN FILLED ANNUAL EVENT IS A FAVORITE AMONG OUR HYER FAMILIES AND EXTENDED COMMUNITY.

This fun-filled annual event is a favorite among our Hyer families and extended community. Students love the midway atmosphere, including games, rides, inflatables, music, prizes, the carnival store, dunk tank, and more. We are excited to offer a variety of sponsorship opportunities for this year's carnival to businesses in our community. The three sponsorship levels offer strong community visibility and meaningful ways to support our students and school. We invite you to consider a Hyer Carnival sponsorship and look forward to partnering with you to make this a fun and memorable day for our kids.



\$5,000



TITLE SPONSOR EXCLUSIVE

- Business Logo with LARGEST placement on reusable bag given to all students/staff
 - Business Logo on Carnival wristband
- Title Sponsor Recognition on welcome banner at front of school
- Title Sponsor Recognition by Carnival DJ (3x)
 - Title Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)

4 Carnival game wristbands



BIG TOP SPONSOR

\$2,500



3 SPONSORSHIPS AVAILABLE

CHOOSE ONE OF THE
FOLLOWING SPONSORSHIP
RECOGNITIONS:

- Business Logo with PROMINENT placement on reusable bag given to all students/staff
 - Sponsor recognition prominently located on welcome banner at front of school
- Title Sponsor Recognition by Carnival DJ (2x)
- Prominent Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)

2 Carnival game wristbands

MIDWAY SPONSOR

\$500



UNLIMITED

- Sponsor Recognition (business or family name) displayed on signage at individual game
- Sponsor Recognition in Hyer's electronic newsletter (Husky Herald)

**NAME THAT GAME
SPONSOR**



MORE SPONSORSHIP OPPORTUNITIES

GARDEN SPONSOR

\$10,000

2026 - 2027 SCHOOL YEAR ▸ 1 AVAILABLE

- Prominent placement of your business logo on a LARGE sign at the front of the Hyer Garden, displayed for the entire year. As the exclusive sponsor on the Caruth and Pickwick side of campus, your business logo will be the only one featured in this highly visible location.
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

CARUTH BLVD BANNER SPONSOR

\$7,500

2026 - 2027 SCHOOL YEAR ▸ 4 AVAILABLE

- Display your business logo on a LARGE banner hung on Caruth Blvd for the entire year, visible from the street, carpool line, and surrounding areas. These highly coveted spots will go quickly!
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

TULANE FENCE BANNER SPONSOR

\$7,500

2026 - 2027 SCHOOL YEAR ▸ 4 AVAILABLE

- Display your business logo on a LARGE banner along the interior Tulane fence line (not street-facing) for the entire year, with direct visibility during daily school activities, recess, PE, YMCA programming, and school and family events
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

SPIRIT SHIRT SPONSOR

\$6,500

2026 - 2027 SCHOOL YEAR ▸ 1 AVAILABLE

- Your business logo featured on the official all-school spirit shirt, given to every student and staff member and worn throughout the year at school, events, and field trips-providing ongoing, school-wide visibility
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

YARD SIGN SPONSOR

\$5,000

2026 - 2027 SCHOOL YEAR ▸ 1 AVAILABLE

- Your business logo featured on yard signs distributed through family underwriting benefits and displayed throughout the community
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

HUSKY SHOP SPONSOR

\$5,000

2026 - 2027 SCHOOL YEAR ▸ 1 AVAILABLE

- Your business logo prominently featured across the Husky Shop, including in-shop banner display, shopping bags, pop-up shop signage, and Husky Shop gift cards, providing consistent visibility throughout the year
- Recognition in Hyer's electronic newsletter (Husky Herald) in Husky Shop updates to all families
- Sponsorship logo displayed on the Hyer PTA website under the Husky Shop page

ONLINE DIRECTORY SPONSOR

\$3,500

2026 - 2027 SCHOOL YEAR ▸ 1 AVAILABLE

- Your business logo exclusively featured within the DirectorySpot app, providing visibility to Hyer families throughout the year
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

WEBSITE SPONSOR

\$3,500

2026 - 2027 SCHOOL YEAR ▸ 1 AVAILABLE

- Your business logo prominently displayed on the Hyer PTA website for the duration of the school year
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



MORE SPONSORSHIP OPPORTUNITIES

PARENT SPEAKER SERIES SPONSOR \$2,500

2026 - 2027 SCHOOL YEAR › 2 AVAILABLE

- Your business logo displayed on event signage boards during each Parent Speaker Series event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

BOOK FAIR SPONSOR \$2,500

2026 - 2027 SCHOOL YEAR › 1 AVAILABLE

- Your business logo featured on book fair shopping bags and on gift cards used during both the Fall and Spring Hyer Book Fairs, reaching students, families, and staff as they shop a curated selection of books
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

BACK TO SCHOOL SPONSOR \$2,500

AUGUST 19, 2026 › 1 AVAILABLE

- Business logo displayed on the welcome banner in front of Hyer on the first day of school
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

MOM'S NIGHT OUT \$1,000

SEPTEMBER 24, 2026 › 3 AVAILABLE

- **Bar Sponsor - 1 available:** Business logo displayed at event bar
- **Decor Sponsor - 1 available:** Business logo displayed on event decor
- **Favors Sponsor - 1 available:** Business logo displayed on event favors
- All Business logos displayed on banner in front of Hyer prior to event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

FAMILY EVENT: TURKEY TROT SPONSOR \$2,500

NOVEMBER 14, 2026 › 2 AVAILABLE

- **Race Sponsor - 1 available:** Business logo displayed on race banner, featured on runner bibs, and included on event signage throughout the race area, plus recognition in Hyer's electronic newsletter (Husky Herald) to all families
- **Post-Run Celebration Sponsor - 1 available:** Business logo displayed on post-run celebration signage, including banner at field entrance and signage throughout the celebration area, plus recognition in Hyer's electronic newsletter (Husky Herald) to all families

MOTHER-SON EVENT SPONSOR \$2,500

FEBRUARY 18, 2027 › 1 AVAILABLE

- Business logo displayed on banner in front of Hyer prior to event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

GRANDFRIENDS DAY SPONSOR \$2,500

MARCH 1, 2027 › 1 AVAILABLE

- Business logo displayed on event signage throughout the school
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

OPEN HOUSE SPONSOR \$2,500

MARCH 2, 2027 › 1 AVAILABLE

- Business logo displayed on banner in front of Hyer prior to event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families

FIELD DAY SPONSOR \$2,500

MARCH 21, 2027 › 1 AVAILABLE

- Business logo displayed on banner in front of Hyer prior to event
- Recognition in Hyer's electronic newsletter (Husky Herald) to all families



SUPPORT HYER

Please select the event(s) and level at which you wish to participate. Please read the specific descriptions of sponsorship benefits on the previous pages. Kindly respond by Friday, August 19.

CARUTH FENCE BANNER SPONSOR

2026–2027 School Year

___ \$7,500: Caruth Fence Banner Sponsor (4 available)

TULANE FENCE BANNER SPONSOR

2026–2027 School Year

___ \$7,500: Tulane Fence Banner Sponsor (4 available)

AUCTION: HYER COUNTRY CLUB

November 6, 2026

\$15,000: Club Champion
___ Presenting Sponsor (Exclusive)

\$10,000: Invitational Cup (check one)
___ Band Sponsor
___ Silent Auction Sponsor
___ Live Auction Sponsor
___ VIP Lounge Sponsor

\$7,500: Member-Guest (check one)
___ Dance Floor Sponsor
___ Bar Sponsor
___ Pop-Up Shop Sponsor
___ 19th Hole Sponsor

\$5,000: Hole In One (check one)
___ Dinner Sponsor
___ Dessert Sponsor
___ Technology & Lighting Sponsor
___ Photo Booth Sponsor
___ Custom Hats Sponsor
___ Custom Golf Towel Sponsor
___ Cigar Roller Sponsor

\$2,500: On Course Sponsors (check one)

___ Bid Paddle Sponsor
___ Kid Art Sponsor
___ Koozie Sponsor
___ Cocktail Napkin Sponsor
___ Teacher Appreciation Sponsor
___ Valet Sponsor
___ Water Bottles for Valet Stand
___ Centerpiece Sponsor
___ Step & Repeat Sponsor
___ Late Night Snack Sponsor
___ Check-In Sponsor (3 available)
___ Specialty Cocktail Sponsor
___ Party Favor Sponsor (2 available)
___ Program Sponsor

\$1,000: Caddie Club Sponsor
___ (Unlimited)

SAFETY WEEK: BIKE RODEO

October 5 – 9, 2026

\$5,000: Presenting Sponsor
___ (Exclusive)

\$2,500: Bike Safety Sponsor (2 available)

___ Bike Tag Sponsor
___ Photo Booth Sponsor

\$1,000: Community Sponsor
___ (Unlimited)

READ ON HYER

February 3–10, 2027

\$5,000: Hardback Book
___ Title Sponsor (Exclusive)

\$2,500: Paperback Sponsor (Unlimited)

\$500: Newspaper Sponsor (Unlimited)

HYER CARNIVAL

April 16, 2027

\$5,000: Big Top Sponsor
___ (Exclusive)

\$2,500: Midway Sponsor (3 available)

\$1,000: Name That Game Sponsor (15 available)

GARDEN SPONSOR

2026–2027 School Year

___ \$10,000 Garden Sponsor

YARD SIGN

2026–2027 School Year

___ \$5,000 Sponsor

ALL SCHOOL SPIRIT SHIRT

2026–2027 School Year

___ \$6,500 Sponsor

HUSKY SHOP

2026–2027 School Year

___ \$5,000 Sponsor

ONLINE DIRECTORY

2026–2027 School Year

___ \$3,500 Sponsor

WEBSITE

2026–2027 School Year

___ \$3,500 Sponsor

PARENT SPEAKER SERIES

2026–2027 School Year

___ \$2,500 Sponsor (2 available)

TEACHER APPRECIATION

___ \$2,500: Stock the Teacher Lounge Sponsor

___ \$1,000: Staff Appreciation Lunch Sponsor (9 available)

BOOK FAIR

2026–2027 School Year

___ \$2,500: Book Fair Sponsor (1 available)

BACK TO SCHOOL

August 19, 2026

___ \$2,500: First Day of School Sponsor (Exclusive)

MOM'S NIGHT OUT

September 24, 2026

___ \$1,000: Cocktail Bar Sponsor (1 available)

___ \$1,000: Event Decor Sponsor (1 available)

___ \$1,000: Guest Favors Sponsor (1 available)

FAMILY EVENT: TURKEY TROT

November 14, 2026

___ \$2,500 Race Sponsor (1 available)

___ \$2,500: Post-Run Celebration Sponsor (1 available)

MOTHER-SON EVENT

February 18, 2027

___ \$2,500: Sponsor (Exclusive)

GRANDFRIENDS DAY

March 1, 2027

___ \$2,500: Sponsor (Exclusive)

OPEN HOUSE

March 2, 2027

___ \$2,500: Sponsor (Exclusive)

FIELD DAY

May 21, 2027

___ \$2,500: Sponsor (Exclusive)

THANK YOU FOR
YOUR SUPPORT!



CORPORATE SPONSOR INTEREST

THANK YOU FOR YOUR SUPPORT!

INTERESTED IN SUPPORTING HYER?

Please contact **Catherine McGuire** by **August 19, 2026**, and include your selected sponsorship and payment method in your email. Responses and online payments will be recorded in the order received. Your sponsorship is not secured until payment is received. A tax donation receipt will be mailed. Sponsorships are tax-deductible to the extent allowed by law and may be reduced by the value of any goods or services received. Donors should estimate the fair market value of their contribution in accordance with Internal Revenue Service requirements.

PAYMENT OPTIONS

A Check (payable to Hyer PTA)

Hyer Elementary
Attn: Hyer PTA Treasurer
3920 Caruth Blvd
Dallas, TX 75225

Online payment or visit: HyerPTA.org/corporate-sponsorships

Catherine McGuire

Corporate Solicitations Chair
(512) 771-1510
Catherine.McGuire@compass.com

