

# Miraloma School Auction

April 24, 2010



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*"We each play a critical role in the success of our children, and our partnerships and positive relationships are perhaps the most vital elements in attaining our goals." – Ron Machado, Principal, Miraloma Elementary*

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Dear

**We are writing today to invite you to join us by participating in our 2010 Spring Auction.** The Miraloma 2010 Auction will take place on Saturday, April 24<sup>th</sup> at the historic Verdi Club in Potrero Hill. We anticipate that over 350 people will gather to celebrate and to support our public school, which is located in the Miraloma Park neighborhood near Twin Peaks and West Portal.

**Outlined below are three ways you can contribute to this festive event while supporting Miraloma Elementary School and connecting to our community:**

- **Sponsor the event and receive up to five months of visibility**
- **Advertise your business in the event program**
- **Donate goods or services to the auction**

Each option provides you with terrific visibility at and beyond the event -- please see the enclosed forms for more details about each one. In addition to supporting our school, you will make direct marketing and business connections to the Miraloma community of families, staff, homeowners, professionals, neighbors, and enthusiasts, all who live and work throughout the city.

As you may know, the state and local budgets for public education remain very fragile this year and that is why, more than ever, your support is so important to our elementary school. All of the families at Miraloma have made a commitment to supporting public education and we hope you will too! Funds raised at the Miraloma 2010 Auction will enable our school to continue to provide the students with an education that is filled with enrichment programs that challenge their minds, encourage creativity and keep them physically fit.

Last year, we successfully raised more than \$40,000 which allowed us to provide vital enrichment programs for the students at our school. Because of contributions from businesses like you, our 360 students have access to a reading intervention specialist, a high-caliber science curriculum, physical education, weekly art classes and much, much more. We hope you will agree to join us this year!

We look forward to hearing from you and are happy to answer any questions you may have or provide you with further information about the event. Please email us at [miralomauction2010@gmail.com](mailto:miralomauction2010@gmail.com) with any questions.

We thank you for your support and for your continued investment in our community!

Sincerely,

Ron Machado, Principal  
Miraloma Elementary School

Katrin Robb  
2010 Auction Committee Chair