



SPONSORSHIP PROPOSAL

**BUILDING COMMUNITY THROUGH
EARLY CHILDHOOD EDUCATION**



P.O. BOX 3464
CULVER CITY, CA 90231
310.839.1579
INFO@LAPLAYACOOPERATIVE.COM
LAPLAYACOOPERATIVE.COM

2025



INTRODUCTION

ABOUT LA PLAYA COOPERATIVE NURSERY SCHOOL

For more than 75 years, La Playa Cooperative Nursery School has been a foundational presence in Culver City's educational and community landscape. Since our founding in 1948, we've served roughly 30 families annually in a cooperative, play-based environment—yet our influence extends far beyond those numbers. Over generations, we've built a vast and engaged alumni network, connecting current families, former students, and local supporters in a shared commitment to early childhood development.

At La Playa, play is central to how children learn best. We believe children explore the world actively—digging in the sandbox, building towers, painting, singing, experimenting

—making connections and discovering new possibilities through their own experiences. Our curriculum supports social-emotional development, cognitive growth, and creative expression, all within thoughtfully designed indoor and outdoor environments.

As a cooperative school, parental involvement is not optional—it is essential. We see families as co-educators: when adults take part in school life, children benefit not only from richer learning but from seeing their community engaged. La Playa isn't just a preschool—it's a place where children and their families grow together.





ABOUT OUR EVENTS

SIGNATURE EVENTS & ENGAGEMENT OPPORTUNITIES

La Playa is deeply interwoven with the fabric of Culver City and Silicon Beach—not just as an educational institution, but as a living, evolving community hub. From partnerships with local bookstores, galleries, and artists to outreach efforts that engage nearby elementary schools and public programs, our presence is felt beyond our campus. We host events that draw in neighbors, educators, cultural organizations, and families across the Westside.

By sponsoring La Playa's signature events—the Halloween Parade, Chili Cook-Off & Silent Auction, Gallery Night, Next Steps, Community Story Time, Spring Carnival, and our Year-End Moving On Ceremony—your company can meaningfully align with values of creativity, education, family, and community. These events offer:

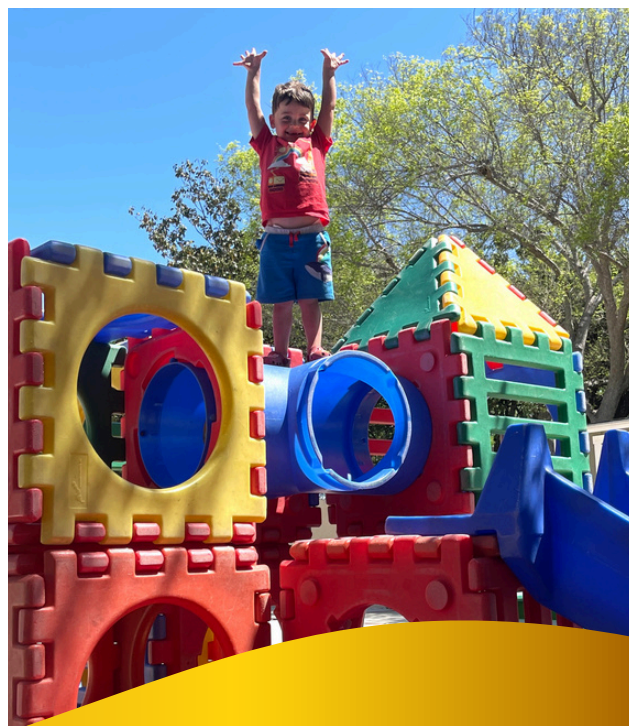
- Visibility before an audience of engaged, local families and professionals
- Association with early childhood education, arts, and community enrichment
- Opportunities for branded participation (e.g. booths, signage, co-branded materials)
- Warm contact and goodwill in a locale where reputation and community presence matter

We actively cultivate connections not only with current families, but also with our alumni network and extended community—using newsletters, social media, and event invitations to sustain long-term relationships. Your partnership will reach more than 30 families per year: it will reach the hundreds of families who retain a lifelong affinity for La Playa.

We invite you to explore sponsorship levels and collaborate with us to continue building an innovative, creative, and inclusive community foundation. Let's partner to uphold a legacy of play, connection, and learning that has flourished for more than seven decades.

"La Playa continues to make an impact in its city. It was recently awarded the 2022 'BEST PRIVATE SCHOOL' from Westside Today's BEST OF CULVER CITY awards. At the 75th Anniversary celebration on April 29th, the City of Culver City will present La Playa with an official proclamation in appreciation of its presence and service to children and the surrounding community."

— Culver City Crossroads





SPONSORSHIP OPPORTUNITIES

FLEXIBLE SPONSORSHIP LEVELS TAILORED TO YOU

La Playa Cooperative Nursery School invites you to partner with us as a valued sponsor for our upcoming community event. Your sponsorship directly supports our mission to provide high-quality, play-based early childhood education while strengthening the bonds that make our community thrive.

Each sponsorship level offers unique opportunities for visibility, recognition, and connection with local families in Culver City and the surrounding Silicon Beach area.



PLATINUM SPONSOR

Lead the way as our premier event sponsor.

Your company will receive top-tier visibility and recognition as the Presenting Sponsor.

- Prominent logo placement on all event materials, signage, and La Playa's website
- Recognition during opening remarks and throughout the event
- Dedicated social media shoutouts before and after the event
- Option to host a branded booth or activity space during the event
- Inclusion in press releases and event promotions
- Opportunity to provide branded giveaways or materials to attendees

\$5,000+



GOLD SPONSOR

As a Gold Sponsor, your company will receive significant visibility and acknowledgment for helping make this event possible.

- Logo featured on event signage, website, and select materials
- Recognition during event announcements
- Social media mentions highlighting your support
- Opportunity to display company materials at the event

\$2,500



SILVER SPONSOR

This level offers meaningful visibility and demonstrates your company's dedication to early childhood education and community engagement.

- Logo displayed on event signage and website
- Mention in event communications and social media
- Recognition as a valued supporter of La Playa

\$1,000



SPONSORSHIP OPPORTUNITIES

FLEXIBLE SPONSORSHIP LEVELS TAILORED TO YOU



BRONZE SPONSOR

Help us create a joyful and educational community experience. Perfect for small businesses and local supporters who want to make an impact.

- Logo or name listed on event signage and website
- Mention in group sponsor acknowledgments

\$500



COMMUNITY SUPPORTER

Ideal for individuals or smaller businesses who want to support our mission and celebrate local early education.

- Name listed on our website and in event communications
- Recognition as a "Friend of La Playa"

\$250



FRIEND OF LA PLAYA

If you'd like to support in another way, we welcome custom contributions — monetary or in-kind — such as goods, services, or event materials. We'll work with you to tailor recognition that reflects your generosity and impact.

CUSTOM



WHY SPONSOR US

THE VALUE OF YOUR SPONSORSHIP

Partnering with La Playa Cooperative Nursery School offers sponsors the opportunity to connect directly with engaged families, educators, and community members throughout Culver City and the greater Silicon Beach area. Your support will be recognized through multiple channels designed to showcase your company's commitment to early childhood education and local community impact.

● WEBSITE RECOGNITION

Your company logo and link will appear on our website, laplayacooperative.com, which serves as a trusted resource for families and prospective members of our co-op community.

● SOCIAL MEDIA VISIBILITY

Sponsors are featured across La Playa's social platforms, including Instagram and Facebook, reaching a highly engaged network of local parents, alumni, and supporters.

● LOCAL COMMUNITY REACH

Our events attract families, educators, and community members from across Culver City, Playa Vista, and the Westside. Sponsorship provides meaningful face-to-face engagement with local households and small businesses.

● EVENT EXPOSURE

Sponsors receive on-site recognition at major La Playa events such as our annual Spring Fair, Family Day, and fundraising celebrations — with opportunities for signage, branded booths, and direct outreach.

● PUBLIC RELATIONS OPPORTUNITIES

Sponsors may be included in event press releases, community newsletters, and media outreach. We also highlight sponsor contributions in our post-event recap shared with families and local news outlets.



LET'S CONNECT

JOIN US AS A SPONSOR

Thank you for considering a partnership with La Playa Cooperative Nursery School. Your support helps sustain a legacy of community-driven education that has nurtured young learners and families in Culver City for decades.

By joining us as a sponsor, you're not just supporting an event — you're investing in the future of our community. Your contribution directly impacts the lives of local children, empowering them to explore, learn, and grow in a joyful, inclusive environment.

Together, we can ensure that every child in our community has access to a nurturing, play-based early education experience — and that our neighborhood continues to thrive for generations to come. We look forward to partnering with you and celebrating the difference we can make — side by side — for our children and our community.

With gratitude,
The Families and Staff of La Playa Cooperative Nursery School



+310-839-1579



@laplaya_cooperative



info@laplayacooperative.com



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