



BARD
HIGH SCHOOL • EARLY COLLEGE



BHSEC Parent Teachers Association

February, 2008

Dear Friend;

Bard High School Early College ("BHSEC") is celebrating its success as an alternative Public High School with a Benefit Auction on Thursday, May 15, 2008. On behalf of the BHSEC PTA, we invite you to join us in supporting our students and this unique institution! The event will feature both a Live and a Silent Auction. Please consider making a donation to the Auction- helping BHSEC and promoting your business at the same time!

Why donate to BHSEC? Because it is an exciting example of a creative approach to a New York City Public School. Bard High School Early College, founded in 2001, is collaboration between the New York City Department of Education and Bard College. This alternative to the traditional high school is founded on the belief that many bright, highly motivated, young people are ready to begin serious college work after Grade 10. It enables highly motivated students to move in four years from ninth grade through the first two years of college, earning the associate of arts (A.A.) degree as well as a high school diploma.

You and your business will surely benefit from extending yourself to this vital community of students, parents, faculty and alumni. BHSEC students come from all five boroughs to the school's home in the Lower East Side. Whether you are a local merchant interested in attracting students – and their families- to your business, or whether you are interested on making a connection with the kind of family that BHSEC attracts – this is a perfect opportunity!

What kind of donations? Gift Certificates for merchandise or services, or merchandise itself! Gift certificates for meals are especially popular! We will happily display promotional materials (brochures, business cards, etc) from your business, next to your donation on the Auction Table.

Contribute even more by helping to underwrite the cost of the event! As thanks, *underwriters* will receive a complimentary ad in the Auction Journal- a permanent reminder of your generous contribution to BHSEC PTA! For underwriting information, please contact PTA Fundraising Chair, Barbara Weinreich at barbara@mnarch.com.

Please complete and sign the attached Donation Certificate, attach Gift Certificates and marketing brochures, and mail to BHSEC PTA AUCTION, Attn: Barbara Weinreich, Bard High School Early College, 525 East Houston Street; NYC 10002. A BHSEC parent will happily arrange pick-up of any items from you prior to the Auction.

Thank you for helping us to assist this unique academic community with your contribution!

The BHSEC Parent Teachers Association bhsecpta-owner@yahogroups.com

A New York City Public School

525 East Houston Street • New York, NY 10002 • Main office: 212.995.8479 • Admissions: 212.982.5024
Fax: 212.777.4702 • Email: bhsec@bard.edu • Web: www.bard.edu/bhsec