



**An Auburn Community Celebration  
Honoring Placer High School's 125<sup>th</sup> Anniversary**

September 30 – October 2, 2022

**Details! Details! Details!**

**A Q&A about the Exciting Weekend Events**

**Something for Everyone: A Quick Overview of Placer High's 125<sup>th</sup> Anniversary Celebration Weekend**

***What is the schedule of events?***

- Friday, September 30, 2022 @ 7 pm: Kickoff Football Game at Placer High
- Saturday, October 1, 2022 @ 5 pm-11 pm: Street Gala Fundraiser in Old Town
- Sunday, October 2, 2022 @ 10 am-4 pm: Alumni Picnic at Auburn Recreation Park

***Who is organizing the celebration?***

The Hillmen Foundation is an independent nonprofit organization founded more than 30 years ago by legendary former principals and educators Jug Covich and Tom Johnson. Their goal in 1989 remains the same today: to bridge gaps in state funding to make Placer High and the Auburn community as strong and dynamic as possible. Thanks to the generosity of our donors, alumni and community, we have donated more than \$800,000 through two main program areas:

- **Grants** provide some \$40,000 annually in direct funding to address student needs in the areas of academics, athletics and student activities, as well as alumni programs and special capital projects.
- **Scholarships** – both sponsored by the Foundation and endowed by community members – provide roughly \$30,000 each year to help graduating seniors further their post-high school pursuits.

**Our Mission**

*The purpose of the Hillmen Foundation is to support Placer High School in the areas of academics, student activities, and athletics, including the staff, students, and alumni endeavors of the school; to stimulate gifts of service, endowments, and bequests; and to maintain an association of persons interested in Placer High School.*

The Hillmen Foundation is managed by an all-volunteer board of directors consisting of alumni, retired and current faculty, current and former parents, and business and community leaders. With

no paid staff, it means that 100% of funds raised by the Hillmen Foundation goes to support our mission to enhance learning at Placer High School.

***Do you need volunteers?***

Yes! As an all-volunteer organization, we need alumni, friends and fans to help before and during the event. Contact us at [info@hillmenfoundation.org](mailto:info@hillmenfoundation.org) to learn more.

**Where do I find the latest information or get tickets to the Street Gala?**

- Our Website: [hillmenfoundation.org](http://hillmenfoundation.org)
- Our Email: [info@hillmenfoundation.org](mailto:info@hillmenfoundation.org)
- Our Facebook Page: [facebook.com/hillmenfoundation](https://facebook.com/hillmenfoundation)
- Our Instagram: [Instagram.com/hillmenfoundation/](https://Instagram.com/hillmenfoundation/)
- Online Tickets: [Brown Paper Tickets](#)

**Friday Night Lights: Placer Hillmen vs. Ponderosa Bruins - September 30, 2022**

***What time is the game?***

Varsity kickoff is at 7 pm but come early to support the JV team (and get a good seat). You also do not want to miss the beautiful national anthem and flag presentation by the Hillmen marching band and cheer squad.

***Where do I get tickets to the football game?***

Tickets are sold by Placer High at the football game or online at [GoFan](#).

**Saturday Street Gala: Keeping Placer High & Auburn Strong - October 1, 2022**

***What are we raising money for through the 125<sup>th</sup> Celebration?***

The Hillmen Foundation receives \$40,000 in grant requests each year from faculty, staff and students at Placer High to cover expenses that are not funded by the school district or state. The more we raise, the greater the margin of excellence we can provide between state funding and a modern education. Capital projects that also benefit the community are part of our efforts. For example, we are currently working to upgrade equipment in the auditorium used by both the school and community groups that will cost at least \$20,000. Visit our website to learn more about our impact: [hillmenfoundation.org](http://hillmenfoundation.org).

***Who is invited?***

Everyone! This is a community-wide celebration to support the high school that has been essential to the economic, cultural, historic and social vitality of our community for 125 years. It's a unique bond between school and community that deserves to be celebrated!

***What is the entertainment?***

This evening of fun, food and festivities will feature not one but two stages of entertainment and so much more:

- **Hillmen Plaza:** The heart of the party will highlight a variety of special performances, presentations, programming, and activities to celebrate the unique 125-year legacy of Placer High in Auburn.
- **Hillmen Hop:** It wouldn't be a party without dancing to great live music! Visit the old Fire House area to dance the night away to a great classic rock band led by Placer High alum Jeff Denny.

***Will there be food and beverages?***

Yes! Several Old Town and local restaurants, bars, breweries, wineries, food trucks and other groups will have food and beverages for purchase.

Adult Beverages: Our friends with Auburn Ale House are crafting two special Hillmen brews for sale: the Hillmen Hazy IPA and a Placer Pilsner. Parents and adults with six Placer Booster clubs are also hosting drink booths to benefit their programs and the Hillmen Foundation, including FFA/Ag program, Grad Night, Girls Basketball, Track and Field, Cross Country, and Music/Band Boosters.

Food and Non-alcoholic Beverages: Foodies will love the variety of fare available from Old Town Pizza, Café Delicias, California Shaved Ice and Hot Dogs, Carol's Market, The Philly, Butcher's Cleaver, and Nash and Proper.

**Be a Part of History: Get your Tickets!**

***How much are tickets?***

There is a range of ticket prices based on your interest in supporting Placer High School through the Hillmen Foundation. They include:

**General/Base Admission**

- \$35 before October 1
- \$50 at the gate/day of the event
- You'll enjoy six hours of entertainment on two stages, including a variety of live music, special programming, and a great dance band.

**Special 125th Anniversary Donors\*\***

- \$125 includes one General Admission, one commemorative beverage glass, recognition as a special 125th donor, and tax-deductible donation to support Placer High.
- \$250 includes two General Admissions, two commemorative beverage glasses, program acknowledgement, website listing, and recognition on event donor lists.
- \$500 includes two General Admissions, two commemorative beverage glasses, program acknowledgement, website listing, recognition on event donor lists, and special anniversary wine or beer.

\*\* Donation must be received by September 19, 2022, to ensure recognition in time for the celebration. Recognition items subject to change. Other recognition and donor benefits are also being planned.

## Major Donations or Sponsorships

Individuals, a group of friends or alumni, or businesses can make a significant difference with a major donation or sponsorship. Contact us at [info@hillmenfoundation.org](mailto:info@hillmenfoundation.org) to learn more about small group admissions, naming opportunities, special VIP sites, recognition opportunities, and commemorative gifts based on giving level.

## Current Placer High Students

\$5 with valid ASB card.

### ***What if I already donated \$125 or more to the Hillmen Foundation this year, do I need to buy a ticket?***

No. If you donated \$125 or more to the Hillmen Foundation through the Big Day of Giving or other fundraising efforts since July 1, 2021, you do NOT need to purchase a ticket. Contact us at [info@hillmenfoundaiton.org](mailto:info@hillmenfoundaiton.org) to receive your ticket, based on gift level.

### ***Where can I purchase tickets?***

- **Online:** Go to [brownpapertickets.com](http://brownpapertickets.com) to purchase tickets online. You will NOT be charged a ticketing service fee.
- **Mail:** Mail a check to the Hillmen Foundation at P.O. Box 6115, Auburn, CA 95604. Be sure to include your name, mailing address, phone number and email (in case we need to reach you). Your tickets will then be mailed to you with information on event check in. Please mail early to account for potential mail delays during these uncertain times.
- **In Person:** Tickets are now on sale at the Auburn Chamber of Commerce office at 1103 High Street, Suite 100, in Auburn. Cash or check only, please. Tickets also will be sold at the September 23<sup>rd</sup> and the 30th Kickoff football game at the \$35 per person advanced rate. On Saturday, October 1st, tickets can be purchased from 9 am to noon at the historic Placer County Courthouse for \$50. They also can be purchased at the event starting at 4 pm for \$50 per person.

### ***Can I still be a 125<sup>th</sup> donor through the online ticket portal?***

Yes. You can give \$125, \$250 or \$500 through the Brown Paper Tickets site. If you're interested in a larger donation or sponsorship, please contact us at [info@hillmenfoundation.org](mailto:info@hillmenfoundation.org).

### ***Can I purchase tickets or donate directly to the Hillmen Foundation?***

Yes. You can mail a check to PO Box 6115, Auburn, CA 95604; or donate directly to the Hillmen Foundation through PayPal on our website [hillmenfoundation.org](http://hillmenfoundation.org).

### ***Is part of my Street Gala ticket or donation tax deductible?***

The Hillmen Foundation is a 501(c)3 nonprofit organization, registered with the State of California. All gifts are tax deductible as allowed by law. Please consult with your tax advisor for information that best fits your personal situation.

### ***How can I make a greater impact on student learning at Placer High?***

- **Become a 125<sup>th</sup> Donor or Sponsor!** There is a wide range of donor recognition or sponsor opportunities to support your interests. All gifts of \$125 or more will receive special

recognition, including admission tickets, commemorative items, naming opportunities, and other recognition base on gift level. Contact us at [info@hillmenfoundation.org](mailto:info@hillmenfoundation.org) to learn more.

- **Consider other giving strategies.** There are a number of ways to become a 125<sup>th</sup> donor or long-term supporter with a gift of significance. If 70½ years old or older, for example, you can use your required minimum distribution from your IRA when given directly to a charitable organization like the Hillmen Foundation (up to \$100,000). You can request a disbursement to the Hillmen Foundation from your Donor Advised Fund with the Placer Community Foundation or other financial institution. Donations of stock, bonds, and other assets are another way to make a significant impact and receive major 125<sup>th</sup> recognition. These gifts will also receive 125<sup>th</sup> recognition based on gift level. Contact us for more information.

## Joining the Party: How Registration will Work

### ***When and where can I pick up my wristband for admittance?***

We expect a large turnout so we encourage ticketholders to check in early to minimize lines and wait times at the gate. Here's where you can pick up your wristband:

- **Saturday, October 1st from 9 am to Noon:** Beat the crowds by checking in early at the Placer County Courthouse. Day-of Tickets also will be on sale for \$50 per person.
- **Saturday, October 1st at the Street Gala:** Registration will open at 4 pm at the Placer County Courthouse. Day-of Tickets also will be on sale for \$50 per person.

### ***What do I need to bring to get my wristband?***

You will need a valid photo ID (driver's license, state-issued ID, passport, or current PHS student ID) with your ticket (paper form or on your phone). We expect a large turnout for this celebration so we encourage you to pick up your wristband for entry in advance.

Guests age 21 or over who plan to purchase alcohol at the party must pick up their wristband in person as IDs will be checked and wristbands secured at that time. No one may pick up a 21+ wristband for another individual.

Guests under 21 or those who will not be purchasing alcohol will receive a separate wristband. These may be picked up by others by presenting the ticket.

### ***Can I pick up wristbands for other people?***

Only for guests under the age of 21 or those not consuming alcohol. All guests age 21 or older who plan to purchase and/or consume alcohol must pick up their wristband in person as IDs will be checked and wristbands secured at that time.

### ***What about parking?***

Old Town streets will be closed to general parking. There is no designated parking lot for this event. Please park in public lots or consider ride sharing, carpooling, and even walking, if possible. Please also be respectful of nearby businesses and neighborhoods.

***Is there ADA parking available?***

For those needing ADA parking, there is limited designated space at the courthouse parking lots. These spaces will be available on a first-come, first-served basis.

***What is the attire for a street gala?***

Casual and comfortable. Expect a crowded street-festival atmosphere and likely a lot of standing and walking. The weather in October can also vary so dress accordingly.

***What else should I know?***

- All ticket sales and donations are final. No refunds or exchanges. All proceeds are donated to the Hillmen Foundation to benefit Placer High School in the areas of academics, athletics and student activities. General admission and other donations to the Hillmen Foundation, a California public benefit corporation, are tax deductible as allowed by law. Please consult with your tax advisor.
- You assume all risk and danger incidental to the event, whether occurring prior to, during, or after said event. You assume all risk and danger of injury or illness and you agree that the Hillmen Foundation, its agents, and the performers are not responsible or liable for any injuries or illness resulting from such causes.
- No weapons, backpacks, alcohol, illegal drugs, or glass containers allowed.
- No dogs or other pets, unless a service dog.
- You consent to the use of your image or likeness incidental to any display, transmission, or reproduction of the event.
- The Hillmen Foundation reserves the right to refuse admission or eject any person whose conduct is deemed by the Foundation to be disorderly or who fails to comply with the terms and conditions herein.
- Event is scheduled to happen rain or shine. However, in the event that it is canceled, no refunds will be provided as all proceeds are considered a donation to the Hillmen Foundation to support Placer High School.

**Sunday in the Park: A Free All-Class Reunion Picnic - October 2, 2022**

***What time is the picnic?***

The Alumni Picnic is slated for 10 am to 4 pm. You're welcome to come and stay all day or pop in as your schedule allows.

***Where are people gathering?***

The back park and picnic area of the Auburn Recreation Park, 123 Recreation Drive. This is the park behind James Field, adjacent to Beggs Field.

***Is there a cost to attend?***

No. This is a free all-class reunion picnic organized by the Hillmen Foundation. There will be food and beverages to purchase, if you want.

***Can individual graduating classes set up their own gathering space?***

Absolutely! The entire back park area is reserved. Individual classes are welcome to set up a space on a first come, first served basis. Let us know if you are organizing a space and we can help promote it to your class.

***Can we bring family and friends?***

Of course! Family, friends and fans of Placer High are welcome.

***Can we bring our own food and beverages?***

Yes. You are welcome to bring your own picnic supplies.

***Can we bring beer or other alcohol?***

Yes but please act responsibly and have a designated driver. No kegs or excessive drinking is allowed. This is a family event and unruly or drunken behavior will not be tolerated.

***Will there be food and beverages for purchase?***

Yes, the Knights of Columbus and Carol's Market will be onhand during the lunch hours. They will have food and beverages for purchase.

***What else should we consider bringing?***

There are is a limited number of picnic tables and few seating areas. Picnic tables will be available on a first come, first served basis and will be limited per group so that others have an opportunity to use a table. (In other words, no hogging the tables.) Bring folding or camp chairs if you want to ensure you have a place to sit. Picnic blankets and folding tables are also welcome, as well as pop-up tents. There are a few barbecue pits at the park if you want to bring charcoal briquets for grilling.

Still have more questions? Email us at [info@hillmenfoundation.org](mailto:info@hillmenfoundation.org)