

2022 Sponsorship Program & Benefits

All AEF sponsors are widely acknowledged at our events. ***In 2022 AEF plans to highlight our business sponsors at an AEF 5K race for the community, set to take place on May 15, 2022.***

- ***To be included in benefits for the AEF 5K race, sponsorship must be received by March 31, 2022.***
- *Sponsors who donate in February may be promoted on the race registration website, expected to go live in early March.*
- Please make checks payable to Arlington Education Foundation and send to: PO Box 80, Arlington, MA 02476, or set up your sponsorship online <https://www.aefma.org/sponsors/>.
- AEF is a 501(c)3 non-profit organization. Our tax id # is 04-3557377.
- If you have any questions, please contact our Partnership Director at partners@aefma.org.

Below we outline our benefits for each level of business sponsorship, but please know that donations of any amount are greatly appreciated.

PLATINUM (\$5,000+)

- **AEF 5K Race:** Prominent identification as premier sponsor in publicity, signage, and social media:
 - Name/logo on runner and volunteer t-shirts in key location
 - Name/logo on race bibs
 - Dedicated sponsor table at race/Opportunity to display company banner at race
 - 2 complimentary race registrations
 - Special mention as a Platinum Sponsor by M.C. during event
- Logo on AEF website in top positions and on the business sponsor page
- Up to five tickets to AEF's Annual Fall Fundraiser in November, if we can hold an in-person event (\$500 value)
- Frequent social media posts highlighting partnership
- Partnership highlighted in newsletter and/or dedicated press release
- 'Proud Supporter of AEF' window decal showing your support for Arlington schools!

GOLD (\$1,500+)

- **AEF 5K Race:**
 - Name/logo on runner and volunteer t-shirts
 - Dedicated sponsor table at race/Opportunity to display company banner at race
 - Recognition as a Gold sponsor by M.C. during event
 - Recognition as a sponsor in race publicity/social media
- Logo on AEF website and sponsor banner (displayed at all AEF events)
- Social media and newsletter posts highlighting partnership with AEF
- 'Proud Supporter of AEF' window decal showing your support for Arlington schools!

SILVER (\$500+)

- **AEF 5K Race:**
 - Marketing materials can be displayed at a general sponsor table at the race
 - Recognition as a sponsor by M.C. during event
 - Recognition as a sponsor in race publicity/social media
- Logo on website business sponsor page and on sponsor banner (displayed at all AEF events)
- Occasional social media and newsletter posts highlighting partnership with AEF
- 'Proud Supporter of AEF' window decal showing your support for Arlington schools!

BRONZE (\$250+)

- **AEF 5K Race:**
 - Recognition as a sponsor by M.C. during event
 - Recognition as a sponsor in race publicity/social media
- Logo on website business sponsor page and on sponsor banner (displayed at all AEF events)
- 'Proud Supporter of AEF' window decal showing your support for Arlington schools!