

## 2024 Sponsorship Program & Benefits

- All AEF sponsors are widely acknowledged at our events. **AEF business sponsors will be highlighted at our AEF 5K race on May 19, 2024.**
- **To be included in benefits for the AEF 5K race, sponsorship must be received by March 31, 2024.**
- *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](mailto:partners@aefma.org).

Below we outline our benefits for each level of business sponsorship.

### 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
- Logo on AEF sponsor banner (displayed at all AEF events)
- Up to four tickets to AEF's next Grant Innovation Showcase
- 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!