

2015  
are you in  
**RUN**  
for education  
encinal • hillview • laurel • oak knoll  
May 31, 2015



## Sponsorship Package Information



# The 2015 Are You In Run for Education – May 31, 2015

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This year's **Are You In Run for Education** is the **20<sup>th</sup> annual** and it will be bigger and better than ever! Known for 17 years as the **Oak Knoll Otter Run**, the Are You In Run (RUN) for Education now supports all 4 public schools in the Menlo Park City School District: Laurel, Encinal, Oak Knoll and Hillview Schools. The Menlo Park Atherton Education Foundation (MPAEF), as well as the 4 school PTOs, work together to raise funds to provide vital funding to our schools' budgets.

Last year, we had a record attendance of over 1,600 runners, with **over 3000 people** from our schools, community and local business leaders attending our post-race wellness fair at Oak Knoll School.

The 2014 race raised over \$80,000 for our public schools, primarily from corporate and family sponsorships. Please support our schools by becoming a sponsor this year.

All proceeds benefit the MPAEF and PTOs for Laurel, Encinal, Oak Knoll and Hillview Schools.

# Facts About the Are You In Run for Education

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## Facts about the 2015 Are You In Run for Education:

- 20<sup>th</sup> annual event, held at Oak Knoll School
- The ONLY family event that brings together families from the 4 public elementary and middle schools in Menlo Park
- 1,600 registered runners
- More than 500 families and 3,000 run attendees and volunteers attended the post-race Wellness Fair
- Attendees included students, families, teachers, professional and casual runners, and members of the Menlo Park and Atherton communities
- 28 corporate sponsors
- 50 family sponsors
- >\$80,000 raised

## Facts about the Community:

- Students in the Menlo Park City School District: >2,800
- Population of community served: >40,000
- 4 schools: Laurel, Encinal, Oak Knoll and Hillview



# The 2015 Run: May 31, 2015 at Oak Knoll School

## Promoting the Run in May 2015

- Banner across Santa Cruz Avenue for one week; banner across Marsh road in Atherton
- Banners & flyers at each school campus
- Website and Facebook page
- Sponsors listed on all appropriate collateral

## Registration Process

- Online and at Fleet Feet

## Week of Race

- T-Shirt and Run Bib Pick up at Fleet Feet
- Heavy promotion on school emails and Facebook page
- Signage at schools on Spirit Days and at sign-up tables

## Day of Race

- Pre-race festivities
- Pace car and race events
- Water stations signage
- Awards ceremony with sponsor recognition
- Post-race wellness fair



**Our goal is to exceed last year's record participation!**



# Sponsorship Levels

Sponsorship Level and Benefits	Partner Level \$10,000	Leader Level \$5,000	Team Level \$1,500
Logo on banner hung on Santa Cruz Ave, Marsh Road and at race	●		
Race Category Award named after sponsor	●		
Recognition at June MPCSD School Board Meeting	●		
Logo on banners at 4 schools and registration table signage	●	●	
Special race day recognition (see list of options at right)	●	●	
Promotion on Facebook page	●	●	
Wellness Fair station or booth, water station signage	●	●	●
Race website, e-newsletter, backpack flyers, school tables	●	●	●
Logo on race t-shirt given to >1,600 participants	● Large Logo	● Logo	● Small Logo

**For Partner and Leader levels, race day recognition options:**

- Pace car (1)
- Special mascot signage (4)
- Special wellness fair presence
  - Jumpy house
  - Obstacle course
  - Food giveaway
- Others by request

Options will be assigned on a first come, first served basis

# Supporting Your Local Schools Supports Everyone in Our Community

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**Be a part of the Menlo Park City School District community!**

**Be recognized as a leading supporter of our local public middle and elementary schools!**



**98% of district funding for our public schools is local**

**Keep our kids' class sizes smaller**

**Provide funding support for art, music and science specialists to enrich our kids' education**

**Establish a connection with the 40,000 members of our local community!**

Questions? Contact Krista Glotzbach at (415) 275-2453  
or email at [krista@glotzbach.com](mailto:krista@glotzbach.com).

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# Be a part of our awesome community!



**Don't delay! Fill out a sponsorship form today**  
**Deadline is April 1, 2015**

**Proceeds benefit the MPAEF and school PTOs**

Fill out and send in the below sponsorship form with your payment to:

**Krista Glotzbach**

Are you in **RUN!** for education

1140 Middle Avenue, Menlo Park, 94025

Email: [krista@glotzbach.com](mailto:krista@glotzbach.com); cell 415-275-2453

Sponsorship Level (circle one): **Partner - \$10,000**; **Leader - \$5,000**; **Team - \$1,500**

Business/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone#: \_\_\_\_\_

Contact for logo, artwork and questions: \_\_\_\_\_

How your name should be listed (this is exactly how your name will appear):

\_\_\_\_\_

Your Sponsorship is Tax deductible! (Tax ID: #94-2871701)

**Please make checks payable to MPAEF**