



Sponsorship Package Information











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



This year's **Are You In Run for Education** is the **20**th **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 <u>record</u> 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



Facts about the 2015 Are You In Run for Education:

- 20th 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 <u>exceed</u> 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

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!



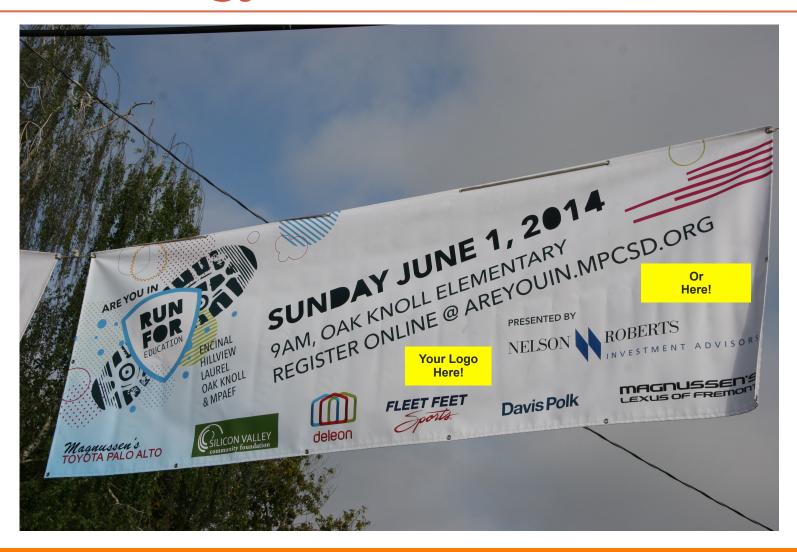
98% of district funding for our public schools is local

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.



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; 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