



2024 SPONSORSHIP OPPORTUNITIES



Please join us in supporting Pleasanton K-12 public schools
12th Annual Pleasanton Run for Education





PLEASANTON RUN FOR EDUCATION

The Pleasanton Run for Education is a community-oriented event, established in 2013 by the Pleasanton Partnerships in Education Foundation (PPIE).

PPIE is a nonprofit dedicated to supporting Pleasanton public schools. For over 30 years, PPIE has enhanced education through a vibrant partnership of business, education and community.

The goal of the **Run for Education** is to raise money for Pleasanton schools while also encouraging a health-oriented, community-building activity.

PPIE Mission Statement

Pleasanton Partnerships in Education Foundation, a community-based organization, exists to enhance learning experiences for students of the Pleasanton Unified School District through a partnership of business, education and the community.

PPIE Vision

It takes a community to grow strong schools and raise leaders of the future. By providing critical staffing support and grants at all Pleasanton schools, PPIE's vision is to enable teachers and students to innovate, excel and serve to the best of their abilities both in the classroom and in the broader community.

History of PPIE

PPIE was founded in 1987 as a 501(c)3 nonprofit organization and, in 1988, added a grant making program to become a Foundation.

PPIE serves nearly 14,000 students annually and supports over 800 teachers and administrators. Over the years, PPIE has issued \$1 million in teacher and student grants for innovative STEAM

projects. The Foundation has also raised over \$8 million for targeted technology and critical staff, including librarians, school site IT specialists, counselors, intervention specialists, and supplemental teachers for class size reduction.

Since the 2008 economic crisis, two matters have further cut State government funding to Pleasanton: 1) In 2013, the State enacted the Local Control Funding Formula (LCFF), which allocates more funds to low income schools and less to wealthier districts like Pleasanton, and 2) in 2015, the State mandated that local school districts contribute a greater share toward teacher and other staff pensions. The result is that PUSD schools need community support more than ever to maintain high quality schools.

Run for Education History

The Run for Education is the Foundation's signature community event with over 3,000 annual participants. It has raised well over \$1,000,000 since inception. The 12th Annual event is scheduled for Sunday, April 28, 2024, and will feature 5K, 10K and 2 Mile races. Your support of the event, whether by sponsorship, partnership, volunteering, or as a race day participant, will benefit 14,000 students and over 9,000 Pleasanton families!





A COMMUNITY-ORIENTED EVENT

ORGANIZED BY PLEASANTON PARTNERSHIPS IN EDUCATION (PPIE)

WHO

Community members, businesses, educators, parents, and students who are invested in helping improve the community in which they live and work.

WHAT

5K (3.1 Mile)
10K (6.2 Mile)
2 Mile Family Run/Walk
Kids 1/4 Mile Fun Run

WHERE

Pleasanton, CA

WHEN

Sunday, April 28, 2024
7:30 a.m. - 11:30 a.m.

WHY

Raise money for Pleasanton public schools and fund much needed programs, grants, and equipment needs

PPIE DOLLARS

& THEIR IMPACT IN THE SCHOOLS

GRANT PROGRAM

Student Grants. PPIE provides grants up to \$500 for student projects or special events that support student achievement in all areas that extends learning beyond the classroom. Our students are amazing and we love to see how they want to give back to their community through art, teaching, coaching, and inspiring others.

Inspire Grants. PPIE provides grants up to \$3,000 to Pleasanton Unified School District (PUSD) employees to fund innovative projects that are student focused, promote creative thinking, and offer expanded opportunities for learning.

High School Competition Grants. Grants to support our nationally-ranked DECA and We the People programs at both high schools.

INTERVENTION SPECIALIST PROGRAMS

Helps students who need additional or advanced help with Math and English, as well as helps teachers deliver differentiated learning for these students

WELLNESS PROGRAMMING Supports a comprehensive district-wide program to address rising stress and anxiety in our schools. Currently, PPIE supports a wellness center and staff at each high school, as well as one middle school serving over 4000 students per year. We look to expand to all middle schools in the near future.

LIBRARY SPECIALISTS Elementary and Middle School librarians are using PPIE funding to keep libraries open all day to support our students, allowing them full time access and a safe place to go during the school day.

VILLAGE HIGH SCHOOL Targeted support provided to the students and staff at Village High School.

BUSES FOR ELEMENTARY SCHOOL OUTDOOR EDUCATION Buses provided by Black Tie Transportation enable our 5th-grade students to have safe and reliable transportation to participate in this transformative program.



2024 SPONSORSHIP LEVELS

SPONSORSHIP

Traditional event sponsorship is available for the April, 2024 event at the below levels. In-kind sponsorships are considered and reviewed on a case-by-case basis. For the details of the below sponsorships, please see the following pages.

PRESENTING SPONSOR	\$25,000
DIAMOND/ KIDS CHALLENGE	\$20,000
PLATINUM SPONSOR.....	\$15,000
GOLD SPONSOR	\$10,000
PACKET PICK UP	\$7,500
SILVER SPONSOR.....	\$5,000
BRONZE SPONSOR.....	\$2,500
COPPER SPONSOR.....	\$1,500
EXPO SPONSOR	\$750
NON PROFIT BOOTH SPONSOR	\$250



2024 SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$25,000

- Event will be regarded as the "Pleasanton Run for Education presented by *Company Name*" from signing of sponsorship agreement through December 1, 2024. This includes radio announcements via KKIQ, press releases to local media, displayed event name on online registration, website, race finisher medals, and displayed event name on front of race t-shirts
- Placement of company logo on printed marketing materials, including postcards & posters distributed within the East Bay community
- One 20x20' vendor booth, tent provided by event
- Logo on custom start and finish line banners (banner created by and provided by event)
- Logo on the Kids Challenge start banner
- Company/product information sent out electronically to race database post-race with call to action (sponsor must provide copy and any digital assets)
- Logo on event website home page
- Logo on event website - sponsor page
- Minimum of two social media mentions (Facebook and Instagram). Sponsor to provide digital assets (photos)
- Four 3x9' company banners displayed on finish line fencing (banners supplied by sponsor)
- Four 3'x9' company banners displayed on start line fencing (banners supplied by sponsor)
- Logo on top of event shirt backs (Top Tier)
- Logo on top of volunteer t-shirt backs (Top Tier)
- Logo on front of race bibs
- Logo on custom event banner displayed in Downtown Pleasanton for one week in April 2024
- Logo included in emailed event marketing (min.: 8)
- Custom promotional opportunities to best represent and convey messages of brand to the public
- Opportunity to provide promotional item for participants on race day
- 25 complimentary race entries
- Recognition on event day by race announcer
- 25% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances
- Category exclusivity among event sponsors
- Limit one; first right of refusal for 2025



DIAMOND / KIDS CHALLENGE SPONSOR - \$20,000

- Placement of company logo on printed marketing materials, including postcards & posters distributed within the East Bay community
- One 20x20' vendor booth, tent provided by event
- Logo on custom start and finish line banners (banner created by and provided by event)
- Logo on the Kids Challenge start banner
- Logo on event website home page
- Logo on event website - sponsor page
- Minimum of two social media mentions (Facebook and Instagram). Sponsor to provide digital assets (photos)
- Two 3x9' company banners displayed on finish line fencing (banners supplied by sponsor)
- Two 3'x9' company banners displayed on start line fencing (banners supplied by sponsor)
- Logo on top of event shirt backs (Second Tier)
- Logo on top of volunteer t-shirt backs (Second Tier)
- Logo on front of race bibs
- Logo on custom event banner displayed in Downtown Pleasanton for one week in April 2024
- Logo included in emailed event marketing (min.: 8)
- Custom promotional opportunities to best represent and convey message of brand to the public
- Opportunity to provide promotional item for participants on race day
- 20 complimentary race entries
- Recognition on event day by race announcer
- 25% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances
- Limit of one; first right of refusal for 2025



2024 SPONSORSHIP LEVELS

PLATINUM SPONSOR - \$15,000

- Placement of company logo on printed marketing materials, including postcards & posters distributed within the East Bay community
- One 10x10' vendor booth, tent provided by event
- Logo on custom start and finish line banners (banner created by and provided by event)
- Logo on event website home page
- Logo on event website - sponsor page
- Minimum of one social media mentions (Facebook and Instagram). Sponsor to provide digital assets (photos)
- Two 3x9' company banners displayed on finish line fencing (banners supplied by sponsor)
- Logo on top of event shirt backs (Third Tier)
- Logo on top of volunteer t-shirt backs (Third Tier)
- Logo on front of race bibs
- Logo on custom event banner displayed in Downtown Pleasanton for one week in April 2024
- Logo included in emailed event marketing (min. 6)
- Custom promotional opportunities to best represent and convey messages of brand to the public
- Opportunity to provide promotional item for participants on race day
- 15 complimentary race entries
- Recognition on event day by race announcer
- 25% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances
- Limit four Platinum Sponsors

GOLD SPONSOR - \$10,000

- Placement of company logo on printed marketing materials, including postcards & posters distributed within the East Bay community
- One 10x10' vendor booth, tent provided by event
- Logo on event website - sponsor page
- Minimum of one social media mentions (Facebook and Instagram). Sponsor to provide digital assets (photos)
- One 3x9' company banner displayed on finish line fencing (banners supplied by sponsor)
- Logo on top of event shirt backs (Fourth Tier)
- Logo on top of volunteer t-shirt backs (Fourth Tier)
- Logo included in emailed event marketing (min. 6)
- Integrated custom promotional opportunities to best represent and convey messages of brand to the public
- Opportunity to provide promotional item for participants on race day
- 10 complimentary race entries

- Recognition on event day by race announcer
- 25% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances
- Limit twelve Gold Sponsors

PACKET PICK UP SPONSOR - \$7,500

- Packet Pick Up to be held on company premises on Saturday, April 27, 2024, times TBA (approx. 4 hours)
Company to provide: 15 8' tables and tablecloths, 30 folding chairs, wifi, electricity, and restrooms.
- Placement of company logo on printed marketing materials, including postcards & posters distributed within the East Bay community
- One 10x10' vendor booth, tent provided by event
- Logo on event website - sponsor page
- One 3x9' company banner displayed on finish line fencing (banners supplied by sponsor)
- Logo on event shirt backs (Fourth Tier)
- Logo on volunteer t-shirt backs (Fourth Tier)
- Logo included in emailed event marketing (min. 6)
- Integrated custom promotional opportunities to best represent and convey messages of brand to the public
- Opportunity to provide promotional item for participants on race day
- 7 complimentary race entries
- Recognition on event day by race announcer
- 25% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances
- Limit one Packet Pick Up Sponsor

SILVER SPONSOR - \$5,000

- Placement of company logo on printed marketing materials, including postcards & posters distributed within the East Bay community
- One 10x10' vendor booth, tent provided by event
- Logo on event website - sponsor page
- One 3x9' company banner displayed on finish line fencing (banner supplied by sponsor)
- Logo on event shirt backs (Fifth Tier)
- Logo on volunteer t-shirt backs (Fifth Tier)
- Logo included in emailed event marketing (min. 2)
- Opportunity to provide promotional item for participants on race day
- 5 complimentary race entries
- Recognition on event day by race announcer
- 15% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances



2024 SPONSORSHIP LEVELS

BRONZE SPONSOR - \$2,500

- Company name listed on event poster
- Company name listed on event shirt backs (6th Tier)
- One 10x10' vendor booth space at event (includes one table and two chairs; company to supply tent)
- Logo on event website - sponsor page
- One 3x9' company banner displayed on finish line fencing (banner supplied by sponsor)
- Opportunity to provide promotional item for participants on race day
- 3 complimentary race entries
- Recognition on event day by race announcer
- 15% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances

COPPER SPONSOR - \$1,500

- Company name listed on event poster
- Company name listed on event shirt backs (6th Tier)
- One 10x10' vendor booth space at event (includes one table and two chairs; company to supply tent)
- Logo on event website - sponsor page
- Opportunity to provide promotional item for participants on race day
- 2 complimentary race entries
- Recognition on event day by race announcer
- 10% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances

EXPO BOOTH SPONSOR - \$750

- One 10x10' vendor booth space at event (includes one table and two chairs; company to supply tent)
- Logo on event website - sponsor page
- Opportunity to provide promotional item for participants on race day
- 1 complimentary race entry
- Recognition on event day by race announcer
- 10% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances

NON PROFIT CO-SPONSOR - \$250

- One 10x10' vendor booth space at event (includes one table and two chairs; company to supply tent)
- Recognition on event day by race announcer
- 10% discount offered to company employees to participate in the 2 Mile, 5K, or 10K distances

FOR MORE INFORMATION, CONTACT:

- Andrea Wilson, Executive Director, PPIE
andrea.wilson@ppie.org or (330) 704-0437
- or
- Mindy Louie, Events & Outreach Coordinator, PPIE
mindy.louie@ppie.org or (510) 754-8464





OTHER WAYS TO BECOME INVOLVED

SPONSOR A TEAM

Sponsoring your employees to participate in the event and support the cause could be just what the doctor ordered. This option is also available for running clubs, churches, sports teams, etc. who plan to have a large number of members participate. This is a perfect event to use for team-building, morale, and encouragement of healthy lifestyles; all of which are generally regarded as important to overall happiness and productivity.

Groups and companies with more than 40 anticipated participants can stack multiple levels together; for example, two senior level sponsorships to accommodate 80 participants.

Teams with ten or more participants are invited to host a hospitality booth in our team area, which can be used as a pre- and post-race meeting place.

Please note: Company/team hospitality space is located separately from the vendor expo and not open to the general public.



COMPANY TEAM SPONSORSHIP

SENIOR LEVEL\$2000

- 40 complimentary race entries
- Complimentary 20'x20' hospitality space in the post-race area. (Tent/table not included)
- Company/group name announced at the event as a PPIE supporter

JUNIOR LEVEL\$1000

- 20 complimentary race entries
- Complimentary 20'x20' hospitality space in the post-race area. (Tent/table not included)
- Company/group name announced at the event as a PPIE supporter

SOPHOMORE LEVEL\$500

- 10 complimentary race entries
- Complimentary 10'x10' hospitality space in the post-race area. (Tent/table not included)
- Company/group name announced at the event as a PPIE supporter

FRESHMEN LEVEL.....\$250

- 5 complimentary race entries

VOLUNTEER ON EVENT DAY

Your company may prefer to get involved in the event and support the cause by staffing a water station on the course, helping direct athletes as they run or walk, or assisting with race registration on the day of the event.

For more information or to sign up, please contact:

- Mindy Louie, Events & Outreach Coordinator, PPIE
- mindy.louie@ppie.org or (510) 754-8464

