



## SPONSORSHIPS

Sponsorships have a direct and tangible impact on the quality of the education that children receive. All sponsorship packages include positioning with the Vacaville Public Education Foundation (VPEF) and exposure to our audience for one year from date of enrollment. Sponsorship is also a continuous opportunity to brand your company and communicate your company's message to a valuable audience. As a Presenting Sponsor, regional residents, parents, community leaders, and business owners will see your company's logo virtually everywhere the Vacaville Public Education Foundation is seen.

## PRESENTING SPONSORSHIP- \$25,000 OR MORE

School Campus Billboards • School Flyers • Media • Radio • Online • Direct Marketing • Events • VIP Passes  
Estimated Marketing Value for your Company: \$29,000

### Presenting Sponsorships Receive:

#### School Campus Billboards

- Premier placement of your company logo on the VPEF billboards located near the entrances of 16 Vacaville Unified School District schools for one year, (approx. logo size is 12"x12", updated three times per year).

#### School Flyers & Voice Messaging

- Your logo positioned next to VPEF's logo as a Presenting Sponsor on information VPEF distributes to more than 750 educators as well as more than 13,000 students and their families within the VUSD
- Your company name included in voice messages from VPEF delivered to 13,000 VUSD households.

#### Media

- Logo placed in all print and on-screen advertising for VPEF for one year (\$15,000 value)
- In partnership with your PR department, VPEF will provide a press release specific to your company's sponsorship
- Your company name included in other press releases distributed to regional media groups.

#### Radio

- Your company included as a sponsor in VPEF radio ads on 95.3 KUIC (\$3,000 value).

#### Online

- Company ad placement in each semiannual VPEF e-newsletter featuring company promotions, products, etc. (Performance statistics may be provided.)
- Logo placement on VPEF website as Presenting Sponsor, with link to your company URL.

#### Direct Marketing

- Positioned as Presenting Sponsor of VPEF on mailers to VPEF members and regional residents
- Logo placement on marketing and membership materials VPEF distributes within the region.

#### Community Events

- Your company logo featured alongside VPEF on the foundation's banner. When VPEF is promoting community awareness, your company's logo will have a presence. Please see the attached Calendar of Events for details on scheduled events.

#### VPEF Membership

- Graduate level membership for your company (See Membership info.)
- Window decals showing your support of VPEF.

#### VPEF Events

##### Halloween Ball

- Premium vendor booth
- 1/2 page ad in event program
- Premier logo positioning on applicable\* tickets, reminder cards, flyers, posters, etc. (\*Items subject to change each year.)
- Your company specialty items or samples may be distributed at event
- Premier banner placement at event (banner provided by sponsor)
- Brief recognition ceremony for your company at event
- 3 reserved VIP tables (includes 24 event tickets)
- Logo on event slide show and VIP tables.

##### Loop the Lagoon

- Premium vendor booth
- 1/2 page ad in event program
- Premier logo positioning on applicable\* bags, t-shirts, runner bibs, banners, flyers, etc. (\*Items subject to change each year.)
- Your company specialty items or samples may be distributed at event
- Premier banner placement at event (banner provided by sponsor)
- Logo placement on event registration forms
- Brief recognition ceremony for your company at event
- 8 race entries for your company team.

##### Donor Dinner

- VIP sponsor table for 8 guests
- Brief recognition ceremony honoring your company.





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## PLATINUM SPONSORSHIP- \$10,000

School Campus Billboards • School Flyers • Media • Radio • Online • Direct Marketing • Events • VIP Passes  
Estimated Marketing Value for your Company: \$21,000

### Platinum Sponsorships Receive:

#### School Campus Billboards

- Premier placement of your company logo on the VPEF billboards located near the entrances of 16 Vacaville Unified School District schools for one year, (approx. logo size is 9"x9", updated three times per year).

#### School Flyers

- Your logo on information VPEF distributes to more than 750 educators as well as more than 13,000 students and their families within the VUSD

#### Media

- Logo placed in all print and on-screen advertising for VPEF for one year (\$15,000 value)
- Your company name included in press releases distributed to regional media groups.

#### Radio

- Your company included as a sponsor in VPEF radio ads on 95.3 KUIC (\$3,000 value).

#### Online

- Logo placement on VPEF website with link to your company URL.

#### Direct Marketing

- Logo placement on marketing and membership materials VPEF distributes within the region.

#### Community Events

- Your company logo featured alongside VPEF on the foundation's banner. When VPEF is promoting community awareness, your company's logo will have a presence. Please see the attached Calendar of Events for details on scheduled events.

#### VPEF Membership

- Graduate level membership for your company (See Membership info.)
- Window decals showing your support of VPEF.

#### VPEF Events

##### Halloween Ball

- Premium vendor booth
- Logo positioning on applicable\* tickets, reminder cards, flyers, posters, etc. (\*Items subject to change each year.)
- Your company specialty items or samples may be distributed at event
- Premier banner placement at event (banner provided by sponsor)
- 2 reserved VIP tables (includes 16 event tickets)
- Logo on event slide show and VIP tables.

##### Loop the Lagoon

- Premium vendor booth
- Logo positioning on applicable\* bags, t-shirts, runner bibs, banners, flyers, etc. (\*Items subject to change each year.)
- Your company specialty items or samples may be distributed at event
- Company banner placed at event (banner provided by sponsor)
- Logo placement on event registration forms
- 6 race entries for your company.

##### Donor Dinner

- VIP sponsor table for 8 guests
- Brief recognition ceremony honoring your company.





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### **GOLD SPONSORSHIP- \$5,000**

School Campus Billboards • School Flyers • Online • Events • VIP Passes- **Estimated Marketing Value for your Company: \$18,000**

#### **Gold Sponsorships Receive:**

##### **School Campus Billboards**

- Premier placement of your company logo on the VPEF billboards located near the entrances of 16 Vacaville Unified School District schools for one year, (approx. logo size is 6"x6", updated three times per year).

##### **School Flyers**

- Your logo on information VPEF distributes to more than 750 educators as well as more than 13,000 students and their families within the VUSD

##### **Media**

- Logo placed in all print and on-screen advertising for VPEF for one year (\$15,000 value)

##### **Online**

- Logo placement on VPEF website with link to your company URL.

##### **VPEF Membership**

- Graduate level membership for your company (See Membership info.)
- Window decals showing your support of VPEF.

##### **VPEF Events**

###### **Halloween Ball**

- Vendor booth
- Logo on applicable\* tickets, flyers, posters, etc. (\*Items subject to change each year.)
- Company banner placed at event (banner provided by sponsor)
- 1 reserved VIP table (includes 8 event tickets)
- Logo on event slide show and VIP table.

###### **Loop the Lagoon**

- Vendor booth
- Logo positioning on applicable\* bags, t-shirts, runner bibs, banners, flyers, etc. (\*Items subject to change each year.)
- Company banner placed at event (banner provided by sponsor)
- Logo placement on event registration forms
- 4 race entries for your company.

###### **Donor Dinner**

- VIP invitations for 4 guests
- Brief recognition ceremony honoring your company.

### **SILVER SPONSORSHIP- \$2,500**

School Flyers • Online • Events • VIP Passes- **Estimated Marketing Value for your Company: \$9,000**

#### **Silver Sponsorships Receive:**

##### **School Flyers**

- Your company name on information VPEF distributes to more than 750 educators as well as more than 13,000 students and their families within the VUSD

##### **Media**

- Company name placed in print advertising for VPEF events for one year (\$7,000 value)

##### **Online**

- Company name on VPEF website with link to your company URL.

##### **VPEF Membership**

- Graduate level membership for your company (See Membership info.)
- Window decals showing your support of VPEF.

##### **VPEF Events**

###### **Halloween Ball**

- Vendor booth
- Company name on applicable\* tickets, flyers, posters, etc. (\*Items subject to change each year.)
- 1 reserved VIP table (includes 8 event tickets)
- Company logo on event slide show and VIP table.

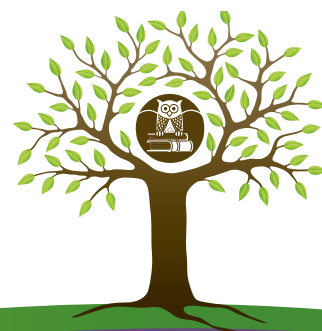
##### **Events cont.**

###### **Loop the Lagoon**

- Vendor booth
- Company name on applicable\* banners, flyers, etc. (\*Items subject to change each year.)
- Company banner placed at event (banner provided by sponsor)
- 2 race entries for your company.

###### **Donor Dinner**

- VIP invitations for 2 guests





## GIVE

Membership dues and sponsorships have a direct and tangible impact on the quality of the education that our children receive. Helping our schools helps our community by creating a prepared local work force, increasing college enrollment, reducing crime statistics, and broadening the experiences and perspectives of our future community leaders. Become a VPEF member and make a difference.

## GRADUATE SPONSORSHIP- \$1,000

Membership • Online • Events • VIP Passes- Estimated Marketing Value for your Company: \$2,500

### Gold Sponsorships Receive:

#### VPEF Membership

- 20% discount on VPEF event tickets
- Invitation to VPEF's Major Donor Dinner
- Invitation to Annual Member Meeting
- VPEF Membership sticker to show your support.

#### Online

- Your name on the VPEF website

#### Community Awareness

- Window decals showing your support of VPEF.

#### VPEF Events

##### Halloween Ball

- Company banner placed at event (banner provided by sponsor)
- 1 reserved VIP table (includes 8 event tickets)
- Company logo on event slide show and VIP table.

##### Loop the Lagoon

- Vendor booth
- 2 race entries for your company.

##### Donor Dinner

- VIP invitations for 2 guests.

## VPEF MEMBERSHIP

Membership comes with the satisfaction of knowing that you made a positive difference for kids and your community.

### VPEF Members Also Receive:

Name on VPEF website • 20% discount on VPEF event tickets • Invitation to VPEF's Annual Donor Dinner • Invitation to Annual Member Meeting • VPEF Membership sticker to show your support

### Annual Membership Levels of Giving:

- Senior \$750
- Junior \$500
- Sophomore \$250
- Freshman \$150

Name or Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_  Yes, send me occasional e-mails about VPEF's happenings.

Contribution amount: \_\_\_\_\_  Check enclosed  Please charge my credit card

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Zip: \_\_\_\_\_ Name on card: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Signature authorizes VPEF to charge amount specified above one time only.

Join VPEF online at [www.VPEF.org](http://www.VPEF.org)

or mail to: Vacaville Public Education Foundation, 3442 Browns Valley Rd. #400, Vacaville CA 95688

