



2017 Sponsorship Program & Benefits

Thank you for partnering with AEF this year!

All sponsors are widely acknowledged at AEF events (Town Day, Fall Fundraiser, Spring Technology Showcase, Trivia Bee), in print, signage, newsletters, Facebook and Web site.

In addition, each sponsor is mentioned in publicity for our annual community-wide Trivia Bee at Town Hall on March 26, 2017. Benefits include: inclusion in event press release and event flyer (distributed to ~3,000 elementary students), and advertisement in event program.

Sponsorship benefits last all calendar year and **levels are cumulative** (include all benefits of lower levels).

Platinum (\$5,000+)

- Sole sponsor of Trivia Bee kids activity area OR sole sponsor of AEF community event
- Trivia Bee: prominent identification as lead sponsor in all publicity and signage, special mention as a Lead Sponsor by event M.C., marketing literature given to each attendee
- Minimum of five dedicated Facebook posts highlighting partnership with AEF
- Dedicated partnership press release

Gold (\$1,500+)

- Trivia Bee: full page program advertisement, special mention by M.C., inclusion in all publicity and social media, dedicated sponsor table at event
- Logo prominently displayed on AEF Web site
- Minimum of three dedicated Facebook posts highlighting partnership with AEF

Silver (\$500+)

- Trivia Bee: half page program advertisement, special mention by event M.C., your banner prominently displayed at event
- Medium-sized logo displayed on AEF Web site
- Marketing materials displayed at sponsor table at all AEF events
- Logo included on AEF Sponsor banner displayed at all AEF events (~3-5/year)
- Minimum of two dedicated Facebook posts highlighting partnership with AEF
- Highlighted once as 'Featured Sponsor' on AEF Web site, Facebook and newsletter

Bronze (\$250+)

- Trivia Bee: quarter page program advertisement
- Small logo displayed on AEF Web site and on small signage at all AEF events
- Included in minimum of two Facebook posts highlighting small group of 'Bronze' sponsors
- 'Proud Supporters of AEF' window decal showing your support for Arlington schools!

Gifts of any amount are greatly appreciated. Please make checks payable to 'Arlington Education Foundation', PO Box 80, Arlington, MA 02476. Or give online www.aefma.org. AEF is a 501(c)3 non-profit organization. Our tax id # is 04-3557377.