

Virtual Jog-a-thon | May 2020

Sponsorship Packet

Presenting Sponsor(s):



OCEAA Board of Directors

Wellness Sponsor:



OCEAA's annual student Jog-a-thon was canceled due to COVID-19. This initiative supports 2020-21 student field trip costs. Now, more than ever, we believe it's important to promote physical activity while providing an opportunity for our community to connect.

- Program Goals -

Promote Student Physical and Mental Health | Community Building | Provide Student with Goal-Oriented Projects | Create a Sense of Normalcy & Structure

OCEAA's mission is to nurture all learners to become creative, critical thinkers by providing high quality standards-based instruction through the arts, technology, language and culture.

Audience: Educators, Children & Young Adults (TK-8), Families, Community Organizations and Corporations.

Anticipated Student Participation: 450-600

PRESENTING SPONSOR - \$5,000

- Logo placement on event flyer, cir. 1,200 +
- Logo placement on OCEAA's website, linked to your website
- Guest speaker for school year 2020-21
- Class Dojo: School-specific social media promotion
- Featured on school blog
- Social Media mention
- Social Media video: Content developed by sponsor
- Co-branded commemorative promotional item (deadline passed)
- Provides (1) field trip bus for school year 2020-21
- Ongoing logo placement opportunity until January 2021

WELLNESS SPONSOR - \$2,500

- Logo placement on event flyer, cir. 1,200 +
- Logo placement on OCEAA's website linked to your website
- Class Dojo: school-specific social media platform
- Co-branded student commemorative poster - 600 + prints
- Social media mention
- Social Media video: content to prepare students
- Ongoing logo placement until January 2021

SUPPORTING SPONSOR - \$1,500

- Logo placement on event flyer, cir. 1,200 +
- Logo placement on OCEAA's website
- Social Media mention

UNDERWRITING OPPORTUNITIES

- Co-branded water bottle - \$1,000 - 400 units **(sold)**
- 2020-21 Bus sponsor - \$500 - One round trip bus for future field trip
- 2020-21 Teacher classroom supply kits - \$500 - 5 sets

Sponsorship levels have the opportunity for customization.

- Exposure -

Instagram: 15,945 Impressions*

Facebook: 1,522 post reach & 2,655 post engagements*
*Trending monthly

Top Cities Represented:

Santa Ana, Orange, Anaheim, Los Angeles and Irvine

Email Reach:

Engagement of 1,200 contacts.

Website:

9,239 page views*



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