



Every year in October, students and families at **Peralta Elementary** walk around and around our small campus in Oakland, joyous in celebration of our community and in support of our **teachers** and **staff**. They work tirelessly to maintain the **high performance, attendance** and **culture of learning** that is essential for the success of public education in Oakland. **We call it the Walkathon.**

As **your neighborhood K-5 school** in Oakland Unified School District, Peralta serves approximately 350 kids each year, and faces a perennial gap between what our school requires and what the district provides financially. This year alone, **we must raise \$450k** from our community to support management staff, teachers for PE, art, and music, in addition to math tutors, teachers' aides, and even basic classroom supplies.

We invite you to sponsor the Walkathon this year, to be held on **October 18th**. Your business has the opportunity to reach an eager base of customers in our community and, of course, make a **true difference** for students and families in our neighborhood.

Why sponsor the Walkathon?

1. **Visibility:** With an anticipated attendance rate of **over 600 community** members at the event and PR (event/fundraising websites, messaging, physical signage), your brand will receive significant exposure to families that live close by and love to support local businesses..
2. **Engagement:** Our event promises to be an engaging space for networking and brand promotion, and offers several opportunities for exposure.
3. **Corporate Social Responsibility:** Your support for public education in Oakland will demonstrate a commitment to the community, aligning your brand with our mission to help every child succeed academically.

All donations are fully tax-deductible, as the Peralta Parent Teacher Group (**PPTG**) is a 501(c)(3) registered nonprofit.

Please see the enclosed list of opportunities for sponsorship this year. Contact Matt Glaser & David Luoh at walkathon@peraltaschool.org or 408-621-0897 if you would like to be a sponsor!

Walkathon Sponsorship Packages

Golden Year-Long PPTG Sponsors: \$5000

- At this level, you are supporting a tremendous amount of programming and staff at Peralta, and will be featured as a sponsor for all PPTG events for the entire school year, including **the Walkathon, Winter Craft Fair, School Auction**, and our spring event **Peralta in Bloom**.
- **Four** 20-second shout-outs at Walkathon event (you may provide specific text for promo) plus additional shout-outs and acknowledgement at other events throughout the year.
- **Plus all benefits from Walkathon Superwalker sponsor level below**

Year-Long PPTG Sponsors: \$3500

- Your generous support at this level allows us to feature your business as a sponsor for all PPTG events for the entire school year, including **the Walkathon, Winter Craft Fair, School Auction**, and our spring event **Peralta in Bloom**.
- **Two** 20-second shout-outs at the Walkathon (you may provide specific text for promo), plus additional acknowledgement at other events throughout the year.
- **Plus all benefits from Walkathon Superwalker sponsor level below**

Superwalker: \$1500

- **Banner:** Large banner (minimum 36" x 24") on school gate at Alcatraz Ave for at least a month around the event
- **Website presence:** Your logo will feature on Peralta's Walkathon page (<https://peralta.ousd.org/calendar-events/walkathon>) for the calendar year
- **T-shirts:** Logo on Walkathon t-shirts worn by all registered Walkathon participants
- **Communications:** Acknowledgement on all Walkathon announcements, including weekly community-wide messages
- Option to table materials at the Walkathon alongside other sponsors

Sprinter: \$500

- **Banner:** Logo on shared banner on school gate at Alcatraz Ave for at least a month around the event
- **Website presence:** Your logo will feature on Peralta's Walkathon page (<https://peralta.ousd.org/calendar-events/walkathon>) for the calendar year
- **Communications:** Acknowledgement on all Walkathon announcements, including weekly community-wide messages