



Steps for Education  
Run/Walk Campaign  
7/14/21 – 9/09/21

## SPONSORSHIP OPPORTUNITIES

## EXECUTIVE SUMMARY

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Each year Need in Deed hosts Steps for Education, our signature run/walk campaign to create awareness around the need for equitable public education in Philadelphia. Given the unprecedented challenges of the past year, the vast inequities in our education system are now even more evident. Need in Deed increases equity in public education by transforming the educational experience of 3,000 students in grades 3-8 in some 60 public schools across Philadelphia.

As a sponsor, your support will convey your commitment to public education in Philadelphia, your belief in the enormous potential of the city's young people, and your appreciation of the city's teachers. Your leadership as a sponsor will inspire others to give as we seek to raise \$20,000. We invite you to join us in taking steps for education.

## SPONSORSHIP LEVELS AND BENEFITS

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### Gold Sponsor - \$1,000

- Sponsorship name inclusion in event name (Steps for Education presented by XYZ)
- Logo on all event marketing materials and tagging in social media promotional posts
- Logo with click-through prominent on Need in Deed web page
- Opportunity to offer discount code or coupon to all registered participants in pre-event email
- Free participant registration for up to 10 employees

### Silver Sponsor - \$500

- Logo on all event marketing materials and tagging in social media promotional posts
- Logo with click-through on Need in Deed web page
- Opportunity to offer discount code or coupon to all registered participants in pre-event email
- Free participant registration for up to 5 employees

### Bronze Sponsor - \$250

- Logo on event marketing materials
- Logo with click-through on Need in Deed web page
- Opportunity to offer discount code or coupon to all registered participants in pre-event email
- Free participant registration for up to 2 employees

**All sponsorship contributions are tax-deductible.**

## SPONSOR REPLY FORM

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### Contact Information

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Company Name

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Contact

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Address

Phone

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City/State/Zip

Email

### Sponsorship Level

I/We are delighted to support Need in Deed's Steps for Education campaign at the level indicated below:

- Gold Sponsor - \$1,000
- Silver Sponsor - \$500
- Bronze Sponsor - \$250

### Payment Options

- Enclosed is my check for \$\_\_\_\_\_ payable to Need in Deed
- Please charge my credit card for \$\_\_\_\_\_
  - Mastercard
  - Visa
  - AmEx
  - Discover

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Cardholder Name

Signature

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Expiration Date

CVV

Account Number

To meet campaign marketing deadlines, we ask that you please return this form, along with high resolution logo (300 dpi) by Friday, July 09, 2021. Please email to Lisa Johns (lisa@needindeed.org).