



2024 SPONSORSHIP PACKET



PRESENTED BY



Arlington ISD
5618 W. Arkansas Lane
Arlington, Texas 76016

Dear Arlington ISD Supporter:

A new school year will be here before we know it.

Please join Arlington ISD and the Gene and Jerry Jones Family Arlington Youth Foundation to ensure that Arlington students have the resources they need to hit the ground running. Over 42,000 Arlington ISD students – 75% of the student population – qualify to receive free or reduced-cost meals and need assistance to prepare for school. We are reaching out to request your support.

The 10th Annual Back to School Kickoff is scheduled for August of 2024 at AT&T Stadium. During the event, volunteers will distribute 10,000 backpacks and essential school supplies at no cost to students or their families. The event also includes a robust resource fair where students will receive free immunizations, haircuts, dental and vision screenings, and prescription glasses. Families will receive information about low-cost resources for childcare, tutoring and counseling.

The following pages list the benefits of sponsorship at the Touchdown, Interception, First Down, Field Goal and Super Fan levels.

We hope you will partner with Arlington ISD and the Gene and Jerry Jones Family Arlington Youth Foundation to support the 10th Annual Back to School Kickoff. Help students hit the ground running on the first day of school!

Sincerely,



Aaron Perales
Executive Director,
Engagement, Equity and Access



PRESENTED BY





ARLINGTON ISD BACK TO SCHOOL KICKOFF 2024 SPONSORSHIP BENEFITS

TOUCHDOWN SPONSOR

\$50,000

- Co-Branded media advisory and news release with quote
- Logo as title sponsor on top of Back to School Kickoff website sponsor listings
- Top sponsor location on official event T-Shirt
- Access to fully prepared social media promotional toolkit
- Logo featured as a stand-alone on digital billboards at event
- Recognition in post event thank you video
- Thank you logo recognition in *Arlington Today* magazine and *MyArlingtonISD* newsletter
- Featured thank-you post on Facebook event page pre-event
- Tagged or mentioned in on-camera interview filmed and posted to Facebook and LinkedIn at the event
- Tagged or mentioned in three Facebook and Instagram stories
- Tagged or mentioned in one post on Facebook and Instagram
- Tagged or mentioned in five posts on X

INTERCEPTION SPONSOR

\$20,000

- Name recognition in media advisory and news release
- Logo on second line of website sponsor listings
- Logo on official event T-Shirt
- Access to fully prepared social media promotional toolkit
- Logo featured on digital billboards with other \$20,000 sponsors
- Recognition in post event thank you video
- Thank you logo recognition in *Arlington Today* magazine and *MyArlingtonISD* newsletter
- Featured thank-you post on Facebook event page pre-event
- Tagged or mentioned in two Facebook and Instagram stories
- Tagged or mentioned in three posts on X

FIRST DOWN SPONSOR

\$10,000

- Name recognition in media advisory and news release
- Logo on third line of website sponsor listings
- Logo on official event T-Shirt
- Access to fully prepared social media promotional toolkit
- Your logo featured on digital billboards with other \$10,000 sponsors
- Recognition in post event thank you video
- Thank you logo recognition in *Arlington Today* magazine and *MyArlingtonISD* newsletter
- Thank you post on Facebook event page with other \$10,000 sponsors pre-event
- Tagged or mentioned in one post on Facebook and Instagram
- Tagged or mentioned in three posts on X

FIELD GOAL SPONSOR

\$5,000

- Name recognition in media advisory and news release
- Name listed on website sponsor listings
- Name on official event T-Shirt
- Access to fully prepared social media promotional toolkit
- Your name featured on digital billboards with other \$5,000 sponsors
- Recognition in post event thank you video
- Thank you logo recognition in *Arlington Today* magazine and *MyArlingtonISD* newsletter
- Thank you post on Facebook event page with other \$5,000 sponsors pre-event
- Tagged or mentioned in one post on Facebook and Instagram

SUPER FAN SPONSOR

\$1,000

- Name recognition in media advisory and news release
- Name listed on website sponsor listings
- Name on official event T-Shirt
- Access to fully prepared social media promotional toolkit
- Thank you logo recognition in *Arlington Today* magazine and *MyArlingtonISD* newsletter
- Thank you post on Facebook event page with other \$1,000 sponsors pre-event
- Tagged or mentioned in one post on Facebook and Instagram

ARLINGTON ISD SOCIAL MEDIA REACH



34.3K Followers



103K Followers



7.2K Followers



20.5K Subscribers



11.8K Followers





TENTH ANNUAL ARLINGTON ISD BACK TO SCHOOL KICKOFF 2024 SPONSORSHIP AGREEMENT

To reserve your sponsorship, complete this form and email to:

Mr. Aaron Perales, aperales@aisd.net

Sponsorship level: \$50,000 \$20,000 \$10,000 \$5,000 \$1,000

Company/business name as it is to appear in all promotional materials:

(please print)

Company billing address: _____

City: _____ State: _____ Zip: _____

Company website: _____

Please list your company's social media handles:

Facebook: _____

X (formerly Twitter): _____

Instagram: _____

Contact Name: _____

Email address: _____ Telephone: _____

Payment: Mail check to address below. Payable to **Arlington ISD - Memo: Back to School Kickoff**
Arlington ISD
c/o Mr. Aaron Perales
5618 W. Arkansas Lane
Arlington, Texas 76016

Signature

Date

NOTE: To have your organization's logo or name printed on promotional materials, sponsorships must be received by **June 30, 2024.**