

# SPONSOR THE MUSEUM SCHOOL OF AVONDALE ESTATES

**SUPPORT OUR SCHOOL'S MISSION WHILE CONNECTING WITH A DIVERSE AND ENGAGED AUDIENCE**

## **WHY SPONSOR US?**

The Museum School of Avondale Estates is a public charter school in DeKalb County dedicated to inspiring and nurturing a community of learners. This year, our events will showcase the lasting connections formed by students, staff, and families as we celebrate 15 years of curiosity, belonging, and inclusion inside and outside the classroom.

## **WHEN YOU SPONSOR US, YOUR BUSINESS WILL:**

### **REACH OVER 2,000 INFLUENTIAL COMMUNITY MEMBERS**

Connect with 580+ students, 400 families, and over 2,000 school donors who actively support our initiatives.

### **SUPPORT A WORTHY CAUSE**

Your sponsorship will benefit our school by funding teacher mini-grants, improving essential facilities, providing resources for families experiencing hardship, and more. Your contribution fills the gaps not covered by operational funding.

### **BOOST YOUR BRAND'S VISIBILITY**

Sponsorship provides high-impact visibility at our major events, in our communications, and throughout our community. Showcase your business to a targeted audience while making a meaningful impact.



**For more information on sponsorship levels and benefits, visit [themuseumschool.org/sponsor](https://themuseumschool.org/sponsor) or email [tmsfoundation@themuseumschool.org](mailto:tmsfoundation@themuseumschool.org).**

# SPONSOR THE MUSEUM SCHOOL OF AVONDALE ESTATES

## EXPLORER DASH/FUN RUN

PROMOTE HEALTHY LIVING IN THE COMMUNITY

### DATE AND TIME:

March 22, 2025 | 8:30 AM - 11:30 AM

### LOCATION:

Starts and ends at The Museum School

### RACE DETAILS:

The race winds through historic Avondale Estates and finishes on a downhill stretch—an exciting route for seasoned runners and families alike.

### PROJECTED ATTENDANCE:

300+ runners, 200 cheering fans, and 350 goody bags distributed.

### RACE STATUS:

Official 5K qualifier for the AJC Peachtree Road Race.

### COMMUNITY IMPACT:

Promote healthy living while making a difference in education.



## 15th ANNIVERSARY CELEBRATION

CELEBRATING 15 YEARS OF THE MUSEUM SCHOOL:  
AT THE HEART OF LEARNING AND COMMUNITY

### EVENT DETAILS:

Two-part celebration honoring The Museum School's commitment to transformative learning and a strong sense of community.

### FRIDAY FAMILY EVENT:

Kick off the weekend with a family-friendly picnic featuring an outdoor movie screening and a slideshow of TMS memories through the years.

### SATURDAY ADULTS ONLY EVENT:

This elegant evening will reflect on our journey, recognize the community members who have made it possible, and offer opportunities to support future initiatives. Guests will enjoy connecting with others who support the school's vision and can also participate in drawings for experiences and donated items.

### PROJECTED ATTENDANCE:

Over 250 current families, staff, board members, alums, and extended community members will gather throughout the weekend as we reflect on the school's history and achievements and continue building momentum for the future.



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# SPONSORSHIP LEVEL PERKS



## PREMIERE: \$5,000

### RACE

- Business listed on the back of race t-shirt with the largest logo at the top (deadline Feb. 19th)
- Clickable Logo at the top of the Sponsor List on the Race Website
- Logo on all Fun Run Race Bibs (deadline Feb 12th)
- Logo on Print Materials to be displayed around Decatur/Avondale (deadline Feb. 12th)
- Four Free Race Registrations and four race t-shirts
- Logo on two promotional banners (deadline Feb 12th)
- Onsite Booth/Table
- Space in runner goodie bags (deadline March 14th)

### ANNIVERSARY EVENT

- Premiere Logo placement at events (table signage, slideshow, and ticket website).
- Live interview on stage or a 1-minute sponsor video on the event website.
- Showcase your product/branding (e.g., glassware, VIP section).
- Onsite booth/table at the Friday event.
- Recognition at the start and end of events.
- Four VIP food and beverage tickets for Saturday.

### BOTH EVENTS

- Sunday newsletter to all TMS Family and Friends leading up to the events
- Event emails sent to over 400 TMS Families
- Email event invitations sent to 2500+ donors
- Feature Social Media Blast



## GRAND: \$2,500

### RACE

- Large logo on the back of race t-shirt (deadline Feb. 19th)
- Clickable logo on Race Website
- Four Free Race Registrations and four race t-shirts
- Logo on two promotional banners (deadline Feb 12th)
- Onsite Booth/Table
- Space in runner goodie bags (deadline March 14th)

### ANNIVERSARY EVENT

- Standard Logo placement at events, including table signage, slideshow, and ticket website
- Opportunity to showcase your product/branding at the events (glassware, VIP named section)
- Onsite Booth/Table at Friday Event Recognition at the beginning and end of the events
- Two VIP Food/Beverage Tickets to the Saturday Event

### BOTH EVENTS

- Sunday newsletter to all TMS Family and Friends leading up to the events
- Event emails sent to over 400 TMS Families
- Email event invitations sent to 2500+ donors
- Feature Social Media Blast

# SPONSORSHIP LEVELS



## PLATINUM: \$1000

### RACE

- Medium logo of business listed on the back of race t-shirt (deadline Feb. 19th)
- Clickable logo on Race Website
- Two Free Race Registrations and four race t-shirts
- Logo on two promotional banners (deadline Feb 12th)
- Onsite Booth/Table
- Space in runner goodie bags (deadline March 14th)

### ANNIVERSARY EVENT

- Onsite Booth/Table at Friday Event
- Recognition at the beginning and end of the events
- Four VIP Food/Beverage Tickets to the Saturday Event

### BOTH EVENTS

- Sunday newsletter to all TMS Family and Friends leading up to the events
- Event emails sent to over 400 TMS Families
- Email event invitations sent to 2500+ donors
- Group Social Media Blast



## GOLD: \$500

### RACE

- Small logo on the back of race t-shirt (deadline Feb. 19th)
- Clickable logo on Race Website
- Onsite Booth/Table
- Space in runner goodie bags (deadline March 14th)

### BOTH EVENTS

- Group Social Media Blast



## SILVER: \$250

### RACE

- Business Name listed on the back of race t-shirt (deadline Feb. 19th)
- Clickable logo on Race Website
- Space in runner goodie bags (deadline March 14th)