



McKinley Elementary & Petaluma Accelerated Charter School (PACS)
110 Ellis Street, Petaluma CA 94952

August 2026

Dear Petaluma Business Owner,

The new school year is almost upon us, and that means that the annual McKinley Elementary and Petaluma Accelerated Charter School (PACS) **Jog-a-thon Fundraiser** is quickly approaching! Jog-a-thon is our school's biggest fundraiser of the year, and it plays a huge role in funding all PTA events and projects. Jog-a-thon is an energizing and inspiring day for every student, staff member, and family on campus. It is also an event that connects our school with sponsors like you, who understand that investing in our school is an investment in our community. By helping fund this event you ensure that every cent raised directly impacts students.

How does becoming a Jog-a-thon Corporate Sponsor benefit my business?

The McKinley PTA is a non-profit organization. When you become a sponsor, you will receive a letter that includes our McKinley PTA Tax ID number, confirmation of your tax-deductible donation, and our heartfelt gratitude for your generosity. Building community is a partnership effort, and McKinley students come predominantly from the local neighborhood. Raising awareness of your business' support at McKinley will encourage our families to support your business. Through word of mouth and direct advertising this message will reach out to their friends and families as well. Helping your

neighborhood school is a great way to build your business' brand awareness-- you have a captive audience of over 500 students' families as well as staff and all the other drivers who pass by the school each day.



To become a Jog-a-thon sponsor, please send a check to McKinley PTA send to 110 Ellis Street, Petaluma, CA 94952. Or if you really need to use this QR code (scan it with your phone's camera and the link will pop up!) to send your contribution electronically via PayPal. If you use PayPal please select "Jog-a-thon Corp Sponsor" in the pulldown and add your preferred contact information in the Note

field. Once your sponsorship is received, a member of the committee will contact you for your company logo for the banner, T-shirt, and/or yearbook. We ask that sponsors provide their information by **August 31st, 2026**.

What's included in a sponsorship?

All sponsors will be advertised through McKinley Elementary's social media and announced at our Friday assemblies and in the weekly newsletter. If you would like to stop and check out the fun we are having at Jog-a-thon on October 9th, don't forget to swing into the office and sign in as a Visitor. We would love to show you just how much effort the entire school puts into this fundraising event, and how much the students and teachers will benefit from your generous contribution.

With over 500 students to serve, PTA funding is a critical lifeline to our school community. For the 2026-2027 school year our PTA is aiming to raise \$100,000 for the school, and the majority of those funds will be from the Jog-a-thon. Below you can find the different sponsor tiers and what they offer:

- **Bronze \$150** : Advertisement on a banner that will be hung at the event as well as in the school parking lot for the rest of the year, plus at least two mentions on the school's social media and announcements
- **Silver Sponsor \$300**: Advertisement on a banner that will be hung at the event as well as on the school campus for the rest of the year, plus at least two mentions on the school's social media and announcements. It will also get your business name on all the shirts used day-of , which they are also used on all school field trips.
- **Gold Sponsor \$500**: Your company logo on the Jog-a-thon T-shirt which all kids and teachers will wear at the event and for years to come. Advertisement on a large banner that will be hung at the event as well as on the school campus for the rest of the year, plus at least two mentions on the school's social media and announcements.
- **Platinum Sponsor \$1000+**: An advertisement in our 26/27 school yearbook, CENTRAL placement of your company logo on the Jog-a-thon T-shirt, advertisement on your own banner that will be hung at the event as well as on the school campus for the rest of the year, at least two mentions on the school's social media and announcements, and a named thank you at the Jog-a-thon event.

What does my sponsorship support?

The money raised from past year's Jog-a-thon, the McKinley PTA funded things like:

- A Kindergarten Teacher's Aide to lower student/teacher ratios for our youngest learners
- A PE program that gives students a great experience and teachers more time for lesson prep
- Educational field trips, assemblies, and teacher-selected materials for special projects
- High quality school supplies for students in need, so each can start the year off ready to learn!

The McKinley PTA also funds field day, manages our after school enrichment program, hosts book swaps, and spearheads so many other school wide efforts and initiatives. We plan and execute community-building events to ensure every family feels connected and supported in setting their students up to be successful. Your sponsorship of Jog-a-thon helps to make this all happen, and it

helps our PTA to bring more and more educational opportunities to our school. Please consider becoming a McKinley Jog-a-Thon Corporate Sponsor today. Thank you for your support!

Shinaide Villa

McKinley Elementary/PACS fundraiser and Jog-a-Thon Committee

mckmustangfundraising@gmail.com