



2026 ANNUAL SPONSORSHIP OPPORTUNITIES

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ABOUT

The Alliance for Education

The Alliance is an independent, local education fund that has worked in partnership with Seattle Public Schools since 1995 to address crucial challenges facing Seattle students, families and educators.

Our mission is to support excellence in education by advancing educational justice and racial equity for students in Seattle Public Schools. Our work is collaborative as we seek to address systemic inequities in public schools and create a more equitable and just education system that allows Seattle students to thrive.

50,000 REASONS TO BELIEVE

With your partnership, Seattle continues to make meaningful strides in supporting 50,000 students with a focus on those furthest from educational justice. The Alliance for Education is deeply grateful for the city's enduring legacy of public and private collaboration, driving transformative change in public education. Together, we're ensuring Seattle Public Schools remains a national leader in demonstrating how public education can uplift and empower communities.

ADVANCING RACIAL EQUITY & EDUCATIONAL JUSTICE

In 2018, the Alliance refocused our strategic plan to center our programs and investments to advance racial equity & educational justice.

The Alliance is the only local education fund serving all 104 Seattle Public Schools. We work strategically with SPS leadership to bring outside dollars into the district for programs and strategies proven to increase equity and reach students furthest from educational justice.

THE VALUE OF SPONSORING

All sponsorship levels are part of our streamlined, year-round recognition program, designed to provide consistent visibility and opportunities for our closest supporters to meet social responsibility and external affairs goals.



NEW: Collaborate with Community

Sponsors receive an invite to engage in community like event tabling, employee volunteering, site visits, etc.

1



Brand Awareness

Sponsors receive brand promotion across digital and print platforms positioned as a socially responsible, values-driven brand.

2



Mission Alignment

Sponsors are elevated as purpose-driven brands, aligning corporate responsibility and marketing goals with meaningful action to disrupt inequity.

3

Our Community of Supporters

Our audience brings together the people shaping the present and future of Seattle. The Alliance for Education engages a highly connected community of business and civic leaders, philanthropists, and changemakers alongside parents and Seattle Public Schools staff and leaders who are deeply invested in student success.

Sponsors reach a values-driven audience with influence across sectors who make decisions, mobilize resources and champion equity in Seattle.

2025 MARKETING ANALYTICS

- AUDIENCE OVERVIEW:** FOLLOWERS ARE MAJORITY 25-55 YEARS OLD; CIVICALLY ENGAGED; FOLLOW LOCAL, POLITICAL, AND ENTERTAINMENT NEWS; INTERESTED IN TECHNOLOGY, TRAVEL, FOOD & DINING AND SPORTS
- WEBSITE:** 67,000 UNIQUE VISITORS WITH 129,000 PAGE VIEWS
- EVENTS:** 250 ATTENDEES AVERAGE AT EACH EVENT
- SOCIAL MEDIA:** 7 PROFILES, 6.1K FOLLOWERS, 600K POST VIEWS
- EMAIL:** 15.1K SUBSCRIBERS, 47% OPEN RATE, 6% CLICK RATE, 3.7K NEW SUBSCRIBERS
- TEXT MESSAGE:** 650 SMS SUBSCRIBERS, AVERAGE 16% CLICK RATE

Become a 2026 Champion Sponsor

The Alliance for Education is a trusted voice and thought leader in Seattle. We bring together deep relationships with Seattle Public Schools, strong accountability to community, and a proven ability to convene leaders across business, civic and philanthropy. By supporting the Alliance, organizations become part of a collaborative effort that turns shared values into measurable impact for students and educators.

Champion Partners have the opportunity to customize annual benefits and deliverables, ensuring meaningful alignment between their external affairs and corporate responsibility goals and the outcomes we achieve together.

BENEFITS

- + 8 TICKETS PER EVENT WITH PREMIER SEATING AT GALA
- + SMS TEXT RECOGNITION AND LOGO ON ALL COLLATERAL AT GALA
- + LOGO PLACEMENT & PROMOTION ON WEBSITE, EMAIL & ANNUAL REPORT
- + SOCIAL MEDIA PROMOTION VIA INDIVIDUAL POST, COLLAB OR TAKEOVER
- + PARTNER IN COMMUNITY EVENTS LIKE TABLING, EMPLOYEE VOLUNTEERING, SITE VISITS
- + VERBAL RECOGNITION & FULL SCREEN DIGITAL AD IN ROOM AT ALL EVENTS
- + FEATURED IN SEATTLE TIMES AD

SPONSORSHIP COST

\$ 20,000

*To receive full benefits, sponsorships must be committed by March 1, 2026.

2026 Sponsorship Opportunities & Benefits



	Presenting Sponsor \$35,000	Champion Sponsor \$20,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Community Partner \$5,000
TICKETS PER EVENT	10	8	8	8	8
PREMIER SEATING AT GALA	✓	✓			
TOP BILLING ON GALA COLLATERAL	✓				
30 SECOND VIDEO AT GALA	✓				
SMS TEXT RECOGNITION AT GALA	✓	✓			
SOCIAL MEDIA PROMOTION INDIVIDUAL POST, COLLAB OR TAKEOVER	✓	✓			
DIGITAL AD IN ROOM AT ALL EVENTS	✓	✓	✓		
VERBAL RECOGNITION AT ALL EVENTS	✓	✓	✓		
LOGO PLACEMENT & PROMOTION ON WEBSITE, EMAIL & ANNUAL REPORT	✓	✓	✓	✓	
LOGO ON ALL GALA COLLATERAL	✓	✓	✓	✓	✓
FEATURED IN SEATTLE TIMES AD	✓	✓	✓	✓	✓
PARTNER IN COMMUNITY EVENTS EVENT TABLING, EMPLOYEE VOLUNTEERING, SITE VISITS	✓	✓	✓	✓	✓