



2026- 2027 CORPORATE HERO PROGRAM

Empower Students. Inspire Community. Elevate Your Brand.

Every school day, nearly **7,500 students** walk into Santa Monica's **11 public schools** ready to learn, create, and grow. Become a Corporate Hero and put your brand at the heart of the community your customers care about most. Fuel life-changing and award-winning programs in academics, arts, and new this year, athletics. Place your name in front of thousands of engaged families, donors, and civic leaders every day of the year.

OUR MISSION *To engage the community to invest in a vibrant educational experience for all Santa Monica students.*

7,500

STUDENTS

11

CAMPUSES

12,000+

EMAIL REACH

\$2M +

RAISED FROM CORPORATE SEED FUNDING

Why Partner with the Santa Monica Education Foundation (SMEF)?

SMEF is the only organization that raises funds to support every student. SMEF can offer prime public-facing recognition across every Santa Monica public school campus. It is the exclusive channel for citywide, school-based brand visibility. No other partnership can put your name where families see it most.

- Own the only citywide, school-based advertising channel in Santa Monica with year-round banners at all 11 campuses (for \$25,000 Visionary level and above).
- Reach thousands of engaged families and community members across Santa Monica, every single day.
- Demonstrate real commitment to equity, opportunity, and educational excellence alongside the only foundation funding programs for every Santa Monica public school student.

Be a Marquee Name at The Santa Monica Wine Auction

Every Corporate Hero partnership of \$5,000+ includes recognition at our signature event, the Santa Monica Wine Auction. This year, the event will be held on Sunday May 2, 2027, at the Fairmont Miramar. Typically a sold-out event featuring 400+ guests, 30+ restaurants and wineries, and strong media visibility, it delivers high-impact exposure to an influential and philanthropic audience. It is an exclusive added value that connects your brand to a high-profile, mission-driven event.

Whether you are looking to deepen local ties, reach a loyal family audience, or fulfill your corporate social responsibility goals, there is no better partner than the Santa Monica Education Foundation.

CHOOSE YOUR LEVEL OF IMPACT:

Leadership \$2,500+ *A visible first step*

- Logo on the SMEF website (www.smedfoundation.org)
- Listed in the Honor Roll of Giving
- Inclusion in a full-page Santa Monica Daily Press ad (~43,600 readers)
- Opportunity to be a \$2,500 Flash Match Sponsor (based on availability)

Patron \$5,000+ *Amplified event presence*

All Leadership benefits, plus:

- Enhanced logo placement at the Wine Auction or
- Opportunity to be a \$5,000 Enhanced Flash Match Sponsor (based on availability) with verbal mentions by SMEF at back-to-school nights, logo on backdrop, printed materials and tabling at morning drop-offs

Benefactor \$10,000+ *Premium digital visibility*

All Patron benefits, plus:

- Hyperlinked logo on the SMEF website and Wine Auction website
- Priority logo placement on SMEF website and Wine Auction materials
- Option to brand a portion of the Wine Auction (e.g., the photo booth)
- Logo with clickable link in every SMEF newsletter, plus a donor spotlight feature

Visionary \$25,000+ *The exclusive on-campus banner tier*

MOST VISIBLE

All Benefactor benefits, plus:

- **Your logo on banners at all 11 Santa Monica schools for 12 months, the only way to earn ongoing, public-facing recognition on school property in Santa Monica**
- Invitation to SMEF's annual donor reception
- Eligibility to be a Challenge Match Partner
- Featured logo in all Wine Auction communications + two complimentary general-access tickets
- Included in at least two full-page Daily Press ads
- Logo on Wine Auction step-and-repeat banner
- Access to the SMEF digital logo for corporate use

Ambassador \$50,000+ *Lead the program — only one available*

ONLY 1 AVAILABLE!

Includes all Visionary benefits, plus:

- Premier placement as Co-Presenting Sponsor of the 2027 Santa Monica Wine Auction (with the Fairmont Miramar)
- Two complimentary Reserve Room tickets (VIP wine tasting)
- Exclusive first choice of Challenge Match dates and themes
- Dedicated feature in SMEF communications + verbal recognition from stage at the Wine Auction and donor events

Become a Corporate Hero!

Choose your level, claim your dates, and put your brand behind every Santa Monica student. Complete the form below or sign up at www.smedfoundation.org/corporate or contact Erin Buckley Burnett, Director of Development & Donor Relations at erin@smedfoundation.org