



BUSINESS PARTNER PROGRAM

JOIN WCEF IN FUNDING SALARIES, PROGRAMS & CLASSES FOR 5,100 STUDENTS



Why Our Public Schools Need Business Partners

Excellent public schools benefit the entire community by supporting home values and the overall success of our local economy.

Sadly, California ranks 33rd in the nation for public school funding, leaving essential programs underfunded or not funded at all. It is up to our local community to fill the gap.

Since 1983, the Walnut Creek Education Foundation's (WCEF) mission has been to preserve and enhance education by investing equitably among the eight Walnut Creek public schools and the 5,100 students we serve.



What is the impact of the Business Partner Program?

Support from our business partners fund this school year's academic and elective programs in the arts, sciences, wellness, libraries, and more. You play a vital role in helping our schools maintain top rankings.

Today, 24.8% of Walnut Creek School District (WCSD) students qualify as Title 1—offering meaningful ways for businesses to give back.*

Together, we can ensure every Walnut Creek student receives a well-rounded, enriched education.

WCEF is a 501(3)(c) nonprofit, and is the only way to invest equitably in eight public schools in Walnut Creek.

*Title 1 defined as students who qualify for free or reduced lunch



EVERY TK-12 STUDENT BENEFITS

TO BECOME A BUSINESS PARTNER

Please contact
Kiroun Saluja
Executive Director, WCEF
ksaluja@wcefk12.org

Platinum Business Partners



Diamond Business Partners



2025-26



SPONSORSHIP LEVELS & BENEFITS

WCEF offers both annual and event-based sponsorship opportunities. Partnerships may include support for Title 1 students, career pathways (Auto Engineering, Medical Careers, etc), and the Wellness Center at Las Lomas. Flexible payment options are available monthly, quarterly, or biannually.

ANNUAL PARTNERSHIP LEVELS

PLATINUM
\$10,000+

- Exclusive name/logo on WCEF Cashometer (S. Main St. location available, Ygnacio Valley sold)
- Standalone email to 14,000 contacts
- Logo featured on WCEF website homepage
- Logo/link on WCEF website Partners Page
- Feature in 2 eNews (3,200 families at 8 schools)
- Top placement in President's end of year message (June 2026) and Impact Report (Aug 2026)
- 4 social media mentions
- Feature in 1 business spotlight in monthly newsletter, The Source
- Opportunity to contribute branded item in Golf event swag bag (May 11, 2026)

DIAMOND
\$5,000

- Exclusive Logo/Name on WCEF WCI cashometer (1 available)
- Sponsorship of annual school wide events as available: Read-a-thon and Turn up the Heat
- Logo/link on WCEF website Partners Page
- Feature in 1 eNews (3,200 families at 8 schools)
- Recognition in President's end of year message (June 2026) and Impact Report (Aug 2026)
- 3 social media mentions
- Feature in 1 business spotlight in monthly newsletter, The Source
- Opportunity to contribute branded item in Golf event swag bag (May 11, 2026)

GOLD
\$2,500

- Exclusive Logo/Name on cashometer (6 available) or free standing banner (15 available)
- Logo/link on WCEF website Partners page
- Feature in 1 eNews (3,200 families at 8 schools), as available
- Recognition in President's end of year message (June 2026) and Impact Report (Aug 2026)
- 2 social media mentions
- Opportunity to contribute branded item in Golf event swag bag (May 11, 2026)

SILVER
\$1,250

- Logo/link on WCEF website Partners page
- Recognition in President's end of year message (June 2026) and Impact Report (Aug 2026)
- 1 social media mention

SIGNATURE SPONSORSHIPS

TITLE
\$2,500 -
\$4,000

WCEF's two flagship fundraisers—Taste & Toast (March 2026) and the FORE! Education Golf Tournament (May 11, 2026)—offer exclusive title sponsorship opportunities. These premier partnerships include event-specific benefits designed to maximize visibility and impact.

*To receive full benefits, confirmation due by July 31, 2025.
First payment due July 31, 2025 and must be paid in full by June 1, 2026.*



A PARTNERSHIP WITH PURPOSE

A partnership between you and WCEF demonstrates your commitment to public education and our community. Simultaneously, WCEF will strive to raise business awareness to more than 14,000 contacts, encouraging support and patronage.



COMMUNITY VISIBILITY

WCEF donors are engaged members of our community. In the last five years WCEF has grown its donor base 28%, quickly moving from an \$800,000 foundation to a \$1.5 million foundation.

Visibility options may include campus signage, newsletters, social media mentions, event sponsorships, and more.



PARTNERSHIP

WCEF believes a great community begins with our public schools.

Our reach extends beyond Walnut Creek through alumni, grandparents and family of students as well as a WCEF club at Rossmoor.

WCEF also works closely with our two school districts and more than 500 district teachers and staff.



BE THE HERO

Improve brand perception, attract a diverse customer base, and increase customer satisfaction through your support of public education.

Local businesses are honored to partner with WCEF, as it has proven to increase traffic and word of mouth referrals from a diverse donor base.

We simply cannot offer the depth of education we do here without the support of WCEF volunteers and donors. Their generosity of time and funding makes the difference for all students.

—Marie Morgan, Walnut Creek School District Superintendent