



Lights On Afterschool 2026 Sponsorship Packet





OUR VISION FOR YOUTH

All Richmond youth will discover their talents and build positive relationships and skills that help them thrive in school and life.

OUR MISSION

Our mission is to provide Richmond's youth with a strong system of accessible and equitable out-of-school time (OST) and expanded-learning resources.

What is Lights On Afterschool?

Lights On Afterschool (LOA) is an annual, nationwide initiative to celebrate the importance of afterschool programs.

It is brought to life locally by **NextUp** in partnership with other programs and community organizations in attendance.

Lights On Afterschool 2026 is Saturday, October 17, 2026 from 11-2PM at Liberation Center.



Lights On Afterschool 2025 Highlights

- Hosted at **Liberation Resource Center** in Richmond's Southside
- **321 confirmed attendees**, including RPS students and families
- **Over 25 resource tables and program providers** who shared information, engaged with experimental activities, games, and dance performances
- Special performance by **Thomas Jefferson High School Marching Band**
- Special remarks from **Mayor Danny Avula**

LIGHTS ON AFTERSCHOOL A PROJECT OF THE AFTERSCHOOL ALLIANCE RICHMOND

Sponsored by:

**OCT
18**



**Dominion
Energy**

troutman
pepper locke



REGISTER

to let us know you're coming, so we can get an accurate headcount!

FREE

FOOD + FAMILY RESOURCES
MUSIC + GAMES + PRIZES
AFTERSCHOOL PROGRAMS



This event is supported by the City of Richmond's Safer Communities Initiative.



2026 Lights On Afterschool Sponsorship Benefits

Sponsor Benefits	\$25,000 Presenting Sponsor	\$10,000 Ignite Sponsor	\$5,000 Illuminate Sponsor	\$2,500 Beacon Sponsor	\$1,000 Spark Sponsor
Speaking opportunity at welcome ceremony	X				
Exclusivity in sponsorship level	X				
Mentioned in press release	X				
Prominent logo on all digital and print promos (shared by multiple partners, includes national reach)	X	X			
Special mention at welcome ceremony	X	X			
Social media featured sponsor post	X	X	X		
Opportunity to distribute giveaways to 500+ attendees	X	X	X	X	
Signage at designated event station	X	X	X	X	
Mentions on sponsor banner, event flyer, and by DJ	X	X	X	X	X
Donation eligible for NAP Tax Credits	X	X	X	X	X
Recognition in NextUp print and digital Annual Report	X	X	X	X	X

2026 Lights On Afterschool Sponsorship Impact

- **\$25,000 Presenting Sponsor:** Sponsors up to nine out-of-school time programs at a Richmond Public Schools Middle School for eight weeks, impacting up to 100 youth.
- **\$10,000 Ignite Sponsor:** Provides four free professional development workshops for youth programs to build capacity and improve quality. As a result, programs can serve more youth, run longer programs, track outcomes better, and meet community programming needs. Each workshop has approximately 25 participants.
- **\$5,000 Illuminate Sponsor:** Helps NextUp to coordinate transportation and nutrition for out-of-school time programs, which increases access for youth.
- **\$2,500 Beacon Sponsor:** Helps keep our program locator tool accurate and up-to-date, so that families and youth can easily find programs and register.
- **\$1,000 Spark Sponsor:** Helps keep the Citywide Lights On Afterschool Resource Fair free to attend for youth and families across Richmond.

Group Volunteer Sample Opportunities

- Event setup
- Event clean up and break down
- Food pick-up and setup
- Drinks setup
- Distributing meals
- Greeters
- Parking lot attendees
- Vendor and program provider check-in



Join Us In Making an Impact

Invest in Out-of-School Time

For every child in an afterschool program in Virginia, **four are waiting to get in**. Investment in OST continues to show a positive impact in across Richmond, but there is still a rising demand for greater access to afterschool and summer programs to help youth ages 11-19.

Why It Matters

OST programs are more than just a program, they can:

- Engage youth in positive activities that align with their personal interests
- Allow exploration of potential career paths
- Improve social-emotional learning, like self-confidence and self-efficacy
- Increase academic outcomes and attendance at school
- Connect youth with supportive mentors, community leaders, and peers in a safe space

Together, we can **expand access to safe, enriching OST opportunities that come at no cost to families**.

Next Steps to your NextUp Sponsorship

Choose the sponsorship level that best fits your goals and confirm your commitment by contacting us or [completing the sponsorship form](#).

Contact Us

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