



MUIRLANDS MIDDLE SCHOOL FOUNDATION SPONSORSHIPS MEDIA KIT (2025 - 2026)

Muirlands Middle School
Foundation Sponsorships
sponsors@muirlandsfoundation.org
www.muirlandsfoundation.org



CONNECTIONS

Engaging Muirlands Middle School
Community Connect Features
Demographics - Audience
Audience Reach - eSplash
Audience Reach - Website
Audience Reach - Social
Sponsorship Opportunities
Packages & Add-Ons
Contact

A photograph of a family of four—two young women, a teenage girl, and a young man—sitting on a patterned blanket on a grassy field. They are all smiling and wearing sunglasses. In the background, other people and trees are visible, suggesting an outdoor festival or event. A white line with two circular endpoints is drawn across the image, starting from the left edge and ending near the title.

ENGAGE LA JOLLA'S MOST INFLUENTIAL FAMILIES

The Muirlands Middle School Foundation connects with over 3,000 community eSplash & website readers weekly, leading the conversation on vital topics such as school updates, schedules, activities, and community events. By partnering with Muirlands Foundation, you can effectively reach affluent, education-focused households through a diverse array of advertising solutions.

KEY FEATURES

Solutions for Maximum Visibility

Campaigns include high-impact digital ads, email placements, social media outreach, and giveaways, designed to enhance local education while elevating your brand's presence.

Elevate Your Brand as a Community Resource

Build trust within La Jolla by engaging parents through our website, weekly eSplash, active social media channels, and community events.

Access an Educated Parent Network

Utilize advertising opportunities like weekly email features, top-tier website placements, and optional in-school signage to ensure your message resonates within our community.

DEMOGRAPHICS – AUDIENCE

\$183K

Median Household
Income

76%

College Degree or
Higher

2.7

Average Household
Size

44.5

Median Age

48% | 52%

M/F Gender Split

700+

Muirlands
Households

33%

Kids 10-14 in
Household

74%

Homeownership

Source: U.S. Census Bureau, ACS 2021-25 La Jolla ZIP 92037 estimates

AUDIENCE REACH - ESPLASH

146,676

Annual Sends

77,632

Annual Opens

4,045

Annual Clicks

2,896

Average Weekly
Subscribers/Sends

1,531

Average Weekly
Opens

58%

M4% | D96%

Average Weekly
Open Rates

110

Average Weekly
Clicks

5.1%

Average Weekly
Click Rate

Source: Muirlands eSplash Analytics (2025)

AUDIENCE REACH – WEBSITE

~10K

Annual Pageviews

3,804

Annual Site
Sessions

3,187

Annual Unique
Visitors

03:30

Annual Session
Duration

780

Average Monthly
Pageviews

500

Average Monthly
Site Sessions

370

Average Monthly
Unique Visitors

03:35

Average Monthly
Session Duration

Source: Google Analytics (2023-25)

AUDIENCE REACH – SOCIAL

FACEBOOK

485

Followers

0.3%

Engagement
Rate

3,259

Average
Likes per
Post

223

Average
Comments

2,800

Reach (90-
days)

600

Interactions

INSTAGRAM

1,246

Followers

2.5%

Engagement
Rate

22.6

Average
Likes per
Post

260

Average
Comments

71,058

Reach (90-days)

732

Interactions

Source: Meta Insights (2025)



SPONSORSHIP OPPORTUNITIES



PACKAGES + ADD-ONS

PACKAGE(S)	BASIC	PLUS	PRO	ELITE	CORP	CORP+	ADD
COST	\$1000	\$2000	\$3000	\$4000	\$5000	\$5000+	
VALUE	\$1209	\$2,558	\$3,573	\$4,786	\$5,985	\$7,985	
IMPRESSIONS (estimated)	75,556	161,363	223,293	299,094	374,063	374,063+	
eSplash - Leaderboard (728x90) clickable ad (sends)	20	35	45	50	55+	55+	
eSplash - Takeover branding w/ Leaderboard clickable ad (sends)	0	0	3	5	10	15	
Website - Rotating leaderboard (728x90) ad (all pages; annual)	1	1	1	2	2	2	
Social - Facebook / Instagram post (weekly)	1	10	15	25	35	45	
Muirlands Rocks - Banner at annual picnic/concert (1 day); or Full Sponsor - Banner, branding, website, social, email, giveaways, more	opt	opt	opt	opt	opt	opt	\$500-10,000*
Street Banner - Visible from Nautilus St (1 year)							\$2,400*
Field Banner - Athletic field fence (year-round; 1 year)							\$2,400*
Yearbook - Logo featured in sponsor recognition							\$250*
8th Grade Promotion - Logo on back of graduation program							\$250*
Giveaways - Offer giveaways for memorable experiences, and more							Varies

*Request Multiyear / Multi-Month discounts

*Sponsor provides artwork/banner/branding/etc (banner 8'2"w X 4'2"h)



THANK YOU



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