



EVENT SPONSORSHIP OPPORTUNITIES

BUILDING MINDS, GROWING FUTURES

35th ANNIVERSARY PARTY

A KIDS CO. FUNDRAISING EVENT

MAY 18, 2024 @ Sodo Park

CONTACT INFO:

To learn more, contact Jessica Schwartz at jessicas@kidscompany.org

EVENT DESCRIPTION:

For 35 years, Kids Co. has had the honor of serving the community with the highest quality licensed child care and enrichment programs to kids and families from all different backgrounds. To celebrate this important milestone, Kids Co. is hosting a fundraising event – *Building Minds, Growing Futures* on the evening of May 18, 2024. The historic Sodo Park will be the place to be, with delicious food, exciting games, and a community of Kids Co. friends and family. There will be ample opportunities for guests to engage, socialize, and learn more about Kids Co.

SEEKING SPONSORS:

Kids Co. is looking to engage partners new and old as sponsors of *Building Minds, Growing Futures*, on May 18, 2024 at Sodo Park.

Up to 225 guests will enjoy fun games and delicious food catered by Herban Feast while learning more about Kids Co. and the work we do. Guests will include parents, staff, and business and community leaders joining together to support our kids, families, and Kids Co.'s quality licensed child care services. The event will include a dynamic live auction, silent auction, games, Kids Co. stories and much more.

Kids Co. believes that it takes our whole community to ensure all kids have access to high-quality care– and that absolutely includes our area organizations and businesses! To make sponsorships easier, more beneficial, and more equitable, the same basic sponsor options are available to all sponsors up to the \$10,000 level. In order to cover our costs, we can only offer tickets and summer camp slots to sponsors contributing a minimum of \$500.

As a sponsor, you have the opportunity to select from a menu of sponsor options. We recommend you pick the 2-3 sponsor options that are most meaningful to you and your business, but please get in touch if you have a different sponsor idea that you would like us to consider. We have included the suggested ranges for sponsorship levels as well as the sponsor options. Please contact Jessica Schwartz at jessicas@kidscompany.org with any questions. We will be following up with you soon.

SPONSOR LEVEL SUGGESTIONS:

If your business...	Suggested Sponsorship
Has an annual budget over \$5M	\$10,000-\$20,000+
Has an annual budget of \$1M to \$5M	\$2,500-\$9,999+
Is a small, local, and/or BIPOC-owned, business or nonprofit organization	\$250-2,499+

Restrictions to package offerings apply to sponsorships under \$500.

SPONSOR IMPACT: This event is designed to create new connections and deepen existing connections within the Kids Co. community, while raising funds to support our programs and our kids. Sponsor support will allow us to:

- **Make a deeper impact in our daily work and advance Kids Co.'s vision**

Child care is the backbone of the economy and an important foundation for children's growth and development. At Kids Co. we provide high-quality early learning, child care, and after-school enrichment to support children, families, businesses, and communities. As a sponsor you are part of advancing our vision – that all children have access to high-quality education and care.

- **Offer accessible pricing**

Ensure the event is inclusive to people of all income levels; this means that everyone – families, our own staff and their friends and families, representatives from funding agencies, our donors, volunteers, and other supporters – are able to attend and celebrate with us.

- **Cover event costs**

A fundraising event is a large undertaking. Sponsors ensure that the costs of running the event are covered so that the funds raised at the gala can go directly to supporting our programs and our kids.

SPONSOR OPTIONS: ALL SPONSORS

All sponsors receive:

- Logo in digital program & print items at event
- Thank you from the stage

In addition to the above, all sponsors may choose 2-3 options from the following list. If you have an idea that, while not listed, would be a better fit for your goals and values, please contact Jessica Schwartz at jessicas@kidscompany.org to discuss.

	Sponsor Options
Complimentary Items & Services (PICK 1)	2 complimentary tickets to the event (\$500+ sponsors)
	Employee volunteer day opportunities (Volunteer work will be completed at your business or another designated location. Projects may include packing up emergency kits/art kits, clean-ups, decorating spaces, etc. You will not be interacting with kids for these projects.)
	Lunch and Learn for staff (Hour-long in-person or virtual learning session for your staff at your business or other designated location. Topics could include: how to choose the right child care option for your family; financial support available to families for child care; learn about the child care industry; etc. We will work with you to choose the right topic for your company.)
	Week at Kids Co. full-day summer camp (\$500+ sponsors) (This is valid for Kids Co.'s 2024 Summer Camps. This benefit is transferrable to any one [1] designated child age 5-12. Camps are available at locations across Seattle).
Marketing & Recognition (PICK 1 OR 2)	1 social media post dedicated to just your business on Kids Co.'s Facebook, Instagram, and LinkedIn pages (1,200+ total followers)
	1 recognition of just your business in our monthly email newsletter (average of 2,200+ opens/month).
	Advertisement/special message in the digital program

SPONSOR OPTIONS: HIGH-LEVEL (\$10K+) SPONSORS

Sponsors at the \$10,000 level and above will receive the benefits given to all sponsors (logo in digital program & print items at event, a thank you from the stage, 2-3 sponsor options of their choice from the All Sponsors list) as well as one (1) branded table (10 seats) at the event (with option to fill or donate seats)

High-level sponsors may also choose from the following additional sponsor options. If you have an idea that, while not listed, would be a better fit for your goals and values, please contact Jessica Schwartz at jessicas@kidscompany.org to discuss.

	Sponsor Options
Special Options at Event (PICK 1)	Sponsor an Element (This includes your name/logo on prominent display, an announcement from the stage, and a listing in the digital program) Choose from the following: <ul style="list-style-type: none"> • Cocktail Hour • Auction • A Game • Dessert Dash
	Give a speech or present an award at the event
Other Special Options (PICK 1 OR 2)	Video (you provide) about community engagement on Kids Co. “Partners” webpage
	Be a guest blogger on the Kids Co. Blog
	Special profile in monthly newsletter (1 month)
	Activity with kids at Kids Co. summer camp or after-school program (Background checks are required for all participants prior to participation)
	“Kids for a Day” experience (Get a taste of high-quality child care. We’ll treat up to 30 employees to a half-day of Kids Co. activities at your office. This would be a great team-building exercise! This is a 4 hour experience and requires a minimum of 30 days advance notice.)