

Children's Aid and Family Services 2009 Corporate Sponsorship Opportunities



SPECIAL EVENTS

March 27, 2009: Annual Spring Gala "There's No Place Like Home"

The agency's signature special event is one of the most prestigious fundraisers in Bergen County, attended by 450-500 individuals, and featuring silent and live auctions, raffle, and entertainment. Mailing circulation 3,000. Includes post-event mailer to all attendees with sponsor logos (Ruby level and above). Four sponsorship levels available:

EMERALD CITY Sponsor - \$25,000

Includes: Reserved table for 14 guests to our fun-filled evening, company VIP to speak at event, headline name logo on invitation, 4-color back cover ad in commemorative journal, reception banner recognition at event, dedicated press releases, logo and link on website, and prominent inclusion in all publicity materials.

YELLOW BRICK ROAD Sponsor - \$15,000

Includes: Reserved table for 12 guests to our fun-filled evening, name on invitation, 4-color inside front cover ad in commemorative journal, signage and recognition at the event, prominent inclusion in publicity materials.

RUBY SLIPPER Sponsor - \$10,000

Includes: Tickets for 10 guests to our fun-filled evening, name mention on invitation, 4-color inside back cover ad in commemorative journal, recognition at the event, prominent inclusion in publicity materials.

WIZARD OF OZ Sponsor - \$5,000

Includes: Tickets for 8 guests to our fun-filled evening, full-page ad in commemorative journal, recognition at the event, inclusion in publicity materials.

MUNCHKINLAND Sponsor - \$2,000

Includes: Tickets for 2 guests to our fun-filled evening, full-page ad in commemorative journal, recognition at the event, inclusion in publicity materials.

April 2009: National Conference of the Toy Library Association

Attended by 80-100 childcare providers, teachers, and librarians. Bergen County's only Toy Lending Library located in our Turrell Child Care & Early Learning Center will host this national conference. Two sponsorship levels available:

Title Sponsor - \$1,000

Includes: Company name and logo on event registration brochures, inclusion in publicity material, signage at the event, display/informational table at event, promotional flyer/giveaway in conference packets, company name and logo included on our website.

Other Sponsor - \$500

Includes: Display/informational table at event, promotional flyer/giveaway in conference packets.

May 2009: Mother's Day Luncheon for Foster and Adoptive Families

May is National Foster Care Month. This special annual luncheon is attended by 50-60 foster parents that care for medically needy infants. Two sponsorship levels available:

Title Sponsor - \$2,000

Includes: Company name and logo featured prominently on the invitation, two company representatives invited to attend the event, and you will receive formal recognition at the event. Your company's name and logo included on our website and in *Turning Points* (our quarterly newsletter distributed to more than 10,000 homes and businesses); as well as inclusion in publicity material.

Other Sponsor - \$500 (max 4)

Includes: Company name featured on the invitation and recognition at the event.

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May 11, 2009: Foster Parent Appreciation Dinner

May is National Foster Care Month. This celebratory evening is to thank agency foster parents for opening their hearts and homes to children in need of nurturing families. Three sponsorship levels available:

Benefactor Sponsor - \$2,500

Includes: Company name and logo featured prominently on the invitation, two company representatives invited to attend the event, and you will receive formal recognition at the event. Your company's name and logo included on our website and in *Turning Points* (our quarterly newsletter distributed to more than 10,000 homes and businesses); as well as inclusion in publicity material.

Patron Sponsor - \$1,000

Includes: Company name featured on the invitation, formal recognition at the event, and inclusion in publicity material.

Other Sponsor - \$500

Includes: Company name featured on the invitation and recognition at the event.

May 2009: Annual Conference for Early Childhood Teachers and Educators

This full-day conference is heavily promoted within Bergen County, NJ to teachers and other early childhood professionals. Hosted at the agency's Turrell Child Care & Early Learning Center in Paramus, and organized in partnership with Bergen County Office for Children and Bergen Community College. Circulation of mailings/PR: 3,000; attendees: 150 childcare providers and teachers.

Benefactor Sponsor - \$2,500

Includes: Company name and logo featured prominently on registration brochures, formal recognition at the event, inclusion in publicity material, signage at the event, display/informational table at event, promotional flyer/giveaway in conference packets, company name and logo included on our website.

Patron Sponsor - \$1,000

Includes: Company name and logo featured on registration brochures, formal recognition at the event, inclusion in publicity material, display/informational table at event.

Other Sponsor - \$500

Includes: Display/informational table at event and recognition at the event.

September: Annual Building Futures Awards Celebration

Hosted in Paramus, this event recognizes prominent individuals, corporations and community organizations that have made a significant difference in the lives of vulnerable children and families in northern New Jersey. It is attended by 150 individuals, including community leaders and legislators.

Title Sponsor - \$3,000

Includes: Company name and logo featured prominently on event invitation, opportunity to address guests, signage at the event, logo on name badges, inclusion in publicity material.

October 2009: Annual Halloween Party

Experience Halloween with children and teens in the agency's foster care program - many of whom have never experienced the thrill of Halloween before!

Multiple Sponsorships - \$500

Includes: Your sponsorship will help us rent space, provide candy, decorations, cake, and prizes. Two representatives from your company will be invited to attend.

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October 2009: Annual Children's Motivational Awards Dinner

An extraordinary and inspiring evening, akin to a huge graduation celebration, is held for all of the children in our group and family foster care programs. Event program: formal dinner, motivational speaker, musical entertainment, and awards presentations to recognize and celebrate the individual accomplishments of each child. Attendance: 200-250 adults and children, including community leaders, and donors. Two sponsorships available:

Title Sponsor - \$10,000

Includes: Company name and logo featured prominently on the invitation and program, four company representatives invited to attend the event, and you will receive formal recognition at the event, plus an opportunity to address guests. Your company's name and logo included on our website and in *Turning Points* (our quarterly newsletter distributed to more than 10,000 homes and businesses); as well as inclusion in publicity material.

Premium Sponsor - \$2,500

Includes: Company name and logo featured on the invitation and program, formal recognition at the event, two company representatives invited to attend the event, and inclusion in publicity material.

October 24, 2009: Fall Fundraiser: Wine & Food Tasting Evening

The agency's annual fall special event, attended by 300 individuals from the Bergen County community. Fun evening complete with selection of fine wines, cuisine from area restaurants and a large silent auction. Mailing circulation: 3,000.

Platinum Sponsor - \$10,000

Includes: Tickets for 8 guests, headline name on invitation, 4-color back cover ad in event journal, premium signage at event, prominent inclusion in press releases and in all event publicity materials, plus logo and link and on agency website, gift bags and product placement.

Diamond Sponsor - \$5,000

Includes: Tickets for 6 guests, name on invitation, 4-color inside front cover ad in event journal, recognition at the event, and prominent inclusion in all event publicity materials.

Gold Sponsor - \$2,500

Includes: Tickets for 4 guests, name mention on invitation, full page color ad in the event journal, recognition at the event, and inclusion in publicity materials.

Silver Sponsor - \$1,000

Includes: Tickets for 2 guests, name mention on invitation, full page black & white ad in the event journal, recognition at the event, and inclusion in publicity materials.

December 2009: Holiday Parties for Adoptive and Foster Families

Two festive, fun-filled festive evenings for adoptive, foster care children, and their families. Complete with Santa, gifts, a DJ and plenty of fun. Sponsor employee volunteering opportunities also available at each of these events.

Title Sponsor Two Events - \$2,000

Includes: Company name and logo featured prominently on the invitation, two company representatives invited to attend the each event, and you will receive formal recognition at the event. Your company's name and logo included on our website and in *Turning Points* (our quarterly newsletter distributed to more than 10,000 homes and businesses); as well as inclusion in publicity material.

Headline Sponsor Single Event - \$1,000

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Includes: Company name and logo featured on the invitation, two company representatives invited to attend the event, formal recognition at the event, inclusion in publicity material.

Other - \$500

Includes: Company name featured on the invitation and recognition at the event.

SPONSOR A CHILD

Summer Camp

Until joining the agency, most our children have never enjoyed a camp experience that so many children look forward to. By sponsoring a "campership," you will send a child to day camp for the summer, where he or she will learn to swim, fish, go on field trips, and enjoy a fun-filled, unforgettable experience.

Minimum Sponsorship - \$1,000 Supports 1-2 children, depending on the camp.

Birthday and Holiday Gifts

Help us make these annual celebrations truly special for infants, children and teenagers in foster care. Sponsorships of \$30-\$200 per child enable us to purchase items on a child's personal "wish list" and make his or her dreams come true!

Minimum Sponsorship - \$30 Supports 1 child

Scholarships to Turrell Child Care & Early Learning Center

Turrell Child Care & Early Learning Center in Paramus provides an outstanding nurturing and learning environment for at-risk infants and children. Some 40% of the children attending the Center are in receipt of federal child care subsidies, but even so, Children's Aid and Family Services "tops up" this subsidy by \$4,000 per child per year to cover the actual cost of the services provided to these children and their families.

Sponsorship - \$4,000 Supports 1 child for subsidized child care for one year.

Teenagers Aging Out of Foster Care

Help a vulnerable teenager start their journey to independence! Most of our teenagers have no family members they can rely on once they leave our care. We try to give them the support they need to make a great start on the next phase of their life journey.

Sponsorship - \$500 purchases a college/vocational school care package that includes luggage set, towels, bedding, and other essentials.

Sponsorship - \$1,100 purchases a laptop for a teenager bound for college or vocational school.

Sponsorship - \$3,000 provides an annual stipend to cover living expenses for a teenager attending college/vocational school.

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A Day Trip or Recreational Activity for Children/Teenagers in a Group Home

Think of the expense of taking your own family out for the day – now multiply this for 8-10 children with accompanying adults! Help provide opportunities for children in our foster care homes to enjoy a meal out, a trip to NYC, a theme park, museum, ball game, or other local attraction, by sponsoring recreational activities.

- Minimum Sponsorship - \$200**

SPONSOR A CHILD

Diapers or Formula for a Child in the Baby Basics Program

The Baby Basics program assists more than 150 low-income Bergen County families each year by providing them with free diapers and formula, as well as other safety net services.

- Sponsorship - \$113** buys a 1-month supply of diapers
- Sponsorship - \$1,372** buys a 1-year supply of diapers

ADVERTISING & MARKETING OPPORTUNITIES

Billboards

The agency runs high profile billboard campaigns in high traffic locations throughout Bergen and Essex Counties, to raise awareness and to recruit foster and adoptive parents. Available packages:

- Highway billboards
- Mall billboards (Including Garden State Plaza, Paramus Park Mall, Shops at Riverside)
- Train Station Poster Ads (NJ Transit)
- Bus Shelter Ads
- Exterior Bus Ads (NJ Transit)
- Interior Bus Ads (NJ Transit)

- Sponsorship - \$5,000 - \$200,000**

Includes company name and logo on billboard as the sponsor of the billboard. Logo placement will be pre-approved by the corporate partner. Please contact the Development Department to discuss.

Newspaper Ads to Recruit Foster and Adoptive Families

Each ad will include the name of your company as the sponsor. Ads are being placed throughout the year in daily and weekly newspapers across northern NJ, including *The Record* and *The Star Ledger*.

- Sponsorship – Negotiable: Market value based on size, placement, and frequency.**

Turrell Child Care & Early Learning Center

Our child care center/head office building offers a wide range of marketing options to reach parents of young children. Prices dependent on option and timeframe of sponsorship.

- Sponsorship Elevator Wrap (2 Ads) - \$500/2 months**
- Sponsorship Floor Decals - \$1,000/6 months**
- Sponsorship Reception Desk Signage/Logo - \$3,000/one year**
- Sponsorship Naming a Classroom (permanent plaque) - \$20,000**

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- Sponsorship Literature Display/Rack Card - \$200/one year**

Agency Website featured on **GOOGLE**

The agency website averages 275,000 of hits per month. Sponsorships are for a 12-month period. Sponsorship options: Banner ad on homepage (one only) or Page sponsor (multiple options).

- Homepage Sponsorship - \$5,000**
- Webpage Sponsorship - \$1,000**

SPONSOR A CHILD

Newsletters

The agency published and quarter newsletter *Turning Points* and distributes a monthly E-News Blast. *Turning Points* is mailed and distributed to more than 10,000 homes and businesses, including donors, legislators, community groups and the media. The E-News is delivered to corporations, agency donors, volunteers, and media.

- Single Issue Newsletter Sponsorship - \$1,500**
Includes one issue with company name and logo on the back cover of the newsletter.
- Multiple Issue Newsletter Sponsorship - \$5,000**
Includes four issues with company name and logo on the back cover of the newsletter.
- Banner Ad E-News Sponsorship - \$500**
Includes one banner on a single E-News.

Other Corporate Marketing Materials: Contact the Development Department to inquire about upcoming opportunities. There is a minimum sponsorship fee of \$500 for participation on any agency material.

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Become one of our *Champions for Children* Corporate Partner

Commercial value of sponsorship package: \$350,000

Impressions/Circulation total: 32 million

PR and goodwill generated: *priceless*

As a signature partner your company will receive the following recognitions and benefits during the 12 month period of the sponsorship agreement. ***Champions For Children Sponsorship Premium Package: \$100,000.*** Other customized sponsorship packages starting at \$20,000 are available upon request.

Paid Advertising:

- Logo and listing as ad sponsor on **billboards, including highway, bus shelter, and buses**, in prominent locations in Bergen, Hudson, Passaic or Essex counties (retail value: \$115,000; more than 12 million impressions)
- Logo on **5 half page color print ads in The Record or Star Ledger** promoting the agency (minimum retail value:\$36,274; total readership: 2,439,082)
- **Ad and link to your homepage**, on homepage of agency website (3 million plus hits a year)
- Banner ad and listing as a Champion for Kids sponsor in **all four issues of the agency's Turning Points newsletter** (10,000 mailed and distributed per issue)
- Banner ad and listing as a Champion for Kids in **four issues of quarterly newsletter to agency volunteers** (circulation: 600 per issue), and in monthly Volunteer Opportunities emails.

PR:

- **Editorial feature** on the partnership, featuring logo and URL address, in an issue of *Turning Points* newsletter (circulation: 10,000), plus online at www.cafsnj.org (3 million hits per year)
- **Email blast announcement** of the partnership to our donors, employees, volunteers and community supporters (700+ email list).
- **Press conference and press release** on the partnership, to highlight VIPs from your corporation.
- Recognition in **agency annual report** (mailed to more than 5,000 donors and volunteers), including editorial on the partnership in the annual highlights.

Onsite Signage:

- Sponsor logo prominently featured on the agency's exclusive ***Champions for Children* corporate partners display board** at its Paramus, NJ administrative office and child care center (traffic per year:110,000).

Title sponsorship recognition at the following special events:

- Spring Gala (March)
- Volunteer Appreciation Event (May)
- Building Futures Awards Celebration (September)
- Children's Motivational Awards Dinner (October)
- Fall Fundraiser: Wine & Food Tasting Evening (November)

200 Robin Road, Paramus, NJ 07652

Phone: (201) 261-2800 • Fax (201) 634-3672 • www.cafsnj.org • info@cafsnj.org

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CONTACT US TODAY!

If you are interested in sponsoring any of our events, children, advertising or marketing opportunities, please complete the information form below and fax a copy to Madinah Grier, Vice President of Development & Communications at (201) 634-3672.

We can tailor any package to meet your business need and would be happy to set up an appointment to review your options, contact us at (201) 261-2800.

Company Name _____

Contact Name _____

Address _____

Phone _____ Fax _____

Email _____

Please provide more information on the following sponsorship opportunities:

Special Events:

- Annual Spring Gala
- Toy Library Conference
- Mother's Day Luncheon
- Foster Parent Dinner
- Early Childhood Education Conference
- Building Futures Awards
- Children's Motivational Awards Dinner
- Halloween Party
- Wine & Food Tasting
- Holiday Parties

Advertising & Marketing:

- Billboards
- Newspaper Ads
- Turrell Child Care & early Learning Center
- Agency Website
- Newsletters
- Corporate Marketing Materials

Sponsoring a Child:

- Summer Camp
- Child Care Scholarships
- Birthday/Holiday Gifts
- Teenagers Leaving Foster Care
- Day Trips/Recreation
- Diapers for Baby Basics

- Champion for Children Corporate Partnership**