

United 4 Children's

2018 SPONSORSHIP PROGRAM PROPOSAL

MAKING CHILDREN A PRIORITY



MAKING CHILDREN A PRIORITY

Did you know that children with developmental delays are at higher risk for disruptive behaviors, preschool expulsion, dropping out of high school, and consequently being more vulnerable to become a victim of:

- poverty
- homelessness
- addiction
- incarceration

Children who receive high quality early childhood and youth development services have:

- reduced behavioral problems
- higher academic achievement
- improved work habits
- healthier relationships

For 48 years, United 4 Children has provided children with safe places to learn and play after school, healthy meals (sometimes their only meal), and social-emotional and inclusive services for children with special needs. We support high quality childcare and afterschool programs, so that families can have peace of mind knowing their children, regardless of ability, are receiving the best care possible and have every opportunity to succeed.

* **Social-emotional:** We increase the social-emotional skills in children and teachers by teaching problem solving and conflict resolution methods.

* **Safety and Sustainability:** We ensure child safety while increasing business sustainability.

* **Health:** We increase healthy nutritional and physical habits through training and food subsidies.

* **School-Age Engagement:** We keep school age youth in school, safe, and engaged by working with afterschool programs to improve each child's educational experience.

* **Inclusion:** We support families and children with special needs by locating and maintaining quality inclusive programs and we work with program staff to assure the best care possible.

* **Kindergarten Readiness:** We work to achieve kindergarten readiness by building relationships and learning through play at the 24:1 Early Childhood Learning Center in Wellston, MO, at no cost to families.

Without United 4 Children and our generous donors, this year alone,

- 8,500 children would be malnourished
- 16,000 children would not get the help they need to stay in school
- 7,500 children would have no safe environment to learn and play

Will you join us in making children a priority?



Outcomes & Impacts

16,845 Children Served in 2016!

475 caregivers
trained to provide
inclusive support

85% of children
maintained quality
placement

U4C is the
only MO State
funded program addressing
the federal recommendation of
reducing suspension rates



575 childcare educators
received financial assistance
& nutritional guidance

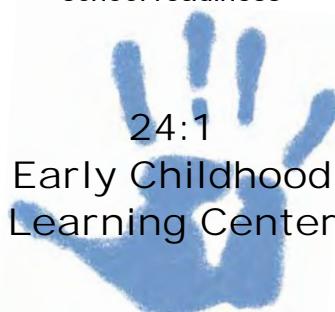


9,072 children
received 2 healthy
meals each day

69 teachers learned how
to understand & support
children exhibiting
challenging behaviors

77% of at-risk children
moved into age-appropriate
development ranges
by end of year

32 children received quality care
& early education to achieve
school readiness



2,885 school age youth
flourished in engaging &
educational after school
programs

75% of children screened met
age-appropriate developmental
milestone by end of year

97% of children
assessed modeled
positive peer behavior



99% of teachers
made positive
program changes

National Interest
in replicating our
program

493 children gained
the social & emotional
skills needed to be
successful in life



87% of educators increased
their childhood development
knowledge



7,512 children impacted



29 families & youth workers learned how to
reduce child abuse & neglect



83% of teachers
increased their knowledge
on quality standards

4000+ children impacted

645 children were
kindergarten ready

2018 Sponsorship Program

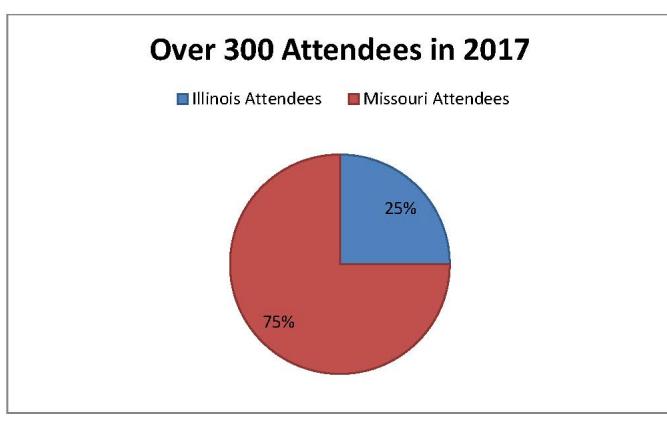
United 4 Children's Sponsorship Program started in 2017 because we know you are inundated with appeals for nonprofit support every year, and we wanted to reduce the number of times you receive a request for support within a year. We decided the best way to solve this problem was to create an annual proposal that would allow you to choose how you want to support United 4 Children along with the value that means most to you, while only asking you one time.

This proposal includes both of our fundraising events, which attracted 310 attendees and 53 volunteers last year. The event specific marketing activities, promoting our event sponsors, reached nearly 22,000 impressions.

If you choose to sponsor BOTH EVENTS, *you will be recognized as an ANNUAL SPONSOR with extra year-round benefits, above and beyond our individual event sponsor levels.*

Becoming an annual sponsor is an opportunity to showcase your company and increase market share throughout the entire year of 2018 - not just during the event months. In 2017, the reach on the year-round marketing activities, promoting our annual sponsors, exceeded 45,000 impressions with a 28% open rate.

Our sponsors are critical to building a future where all children achieve educational and life success regardless of any challenges! *Any contribution is appreciated and will help us extend our mission of improving the social, emotional, physical, and cognitive well-being of at-risk children in Missouri and Illinois.*



| 2017 Event Marketing | | |
|-------------------------|-------------------------|----------------------------|
| Newsletters Opened: 437 | Website Visitors: 5,851 | Emails Sent: 4,078 |
| Invitations Mailed: 550 | Attendees: 310 | Volunteers: 53 |
| Fox 2 News Feature: 1 | Fox 2 News Interview: 1 | Social Media Reach: 10,969 |

Individual Events

Lighting the Way... A Kentucky Derby Themed Gala & Annual Golf Tournament

The Lighting the Way Kentucky Derby Themed Gala started in 2017 because our donors were fatigued from sponsoring and attending the same type of galas week after week. Yet we couldn't omit our largest fundraising event of the year since we are "Lighting the Way" for so many children! We decided the best way to solve this problem was to create an exciting and fun themed event that our attendees thoroughly enjoy and our corporate donors are proud to sponsor. In 2017, attendees enjoyed an action packed event including music, historic Kentucky Derby races, and a visit from Colonel Sanders to remind us of our true goal - improving the lives of children. *This year, we had over 150 attendees, 22 volunteers, and raised over \$15,000 more than our net goal.*

Our Annual Golf Tournament started in 2012 and has steadily increased in participation and funding. In 2017, attendees enjoyed a laid back game of 18 hole golf, lunch, dinner, and top tier fun for a purpose - including contests and Ballzooka. *This year, we had 160 attendees, 31 volunteers, and raised over \$8,000 more than our net goal.*

This year, our events raised \$161,000 in funding for our programs, over \$23,000 more than our goal, which helps provide an array of services to nearly 20,000 children and families.

2018 is going to be bigger and better because of:

- POSITIVE ATTENDEE FEEDBACK IN 2017
- FUN AND EXCITING EVENT ACTIVITIES
- BONUS: FOX 2 NEWS COVERAGE





Lighting the Way
AT THE RACES

APRIL 19, 2018

Windows on Washington

Lighting the Way... A Kentucky Derby Themed Gala - April 2018

| Benefits | Gold Light | Silver Light | Bronze Light | Spot Light | Glowing Light |
|---|------------|--------------|--------------|------------|---------------|
| Pricing | \$15,000 + | \$10,000 + | \$5,000 + | \$2,500 + | \$1,000 + |
| Table Placement: VIP, Prime, Preferred, Standard | VIP | Prime | Preferred | Standard | Standard |
| # of Reservations | 16 | 8 | 8 | 8 | 8 |
| Personal Attendant | X | | | | |
| Signage | | | | | |
| Guest Tables | X | X | X | X | X |
| Awards Table | X | X | | | |
| Bar | X | | | | |
| Entry | X | | | | |
| Auction Area | X | | | | |
| Marketing (* with hyperlinks) | | | | | |
| Invitation | X | X | X | X | |
| Press Release | X | X | X | X | |
| Thank You Letter | X | X | X | | |
| Program | X | X | X | X | X |
| Website | X* | X* | X* | X | Name only |
| Email | X* | X* | X* | X | Name only |
| Newsletter | X* | X* | X* | X | Name only |
| Video | X | X | X | X | Name only |
| Social Media | X* | X* | X* | X | X |
| Recognition | | | | | |
| Podium | X | X | X | X | X |
| Presentation | X | X | X | X | X |
| News Feature | X | X | X | | |
| Kentucky Derby Styled Recognition Presented by Emcee (Colonel Sanders) | X | X | X | | |
| VIP pre-party: auction preview, tasting, meet-n-greet with staff, photo opportunity, priority check-out | X | | | | |
| Estimated Fair Market Value ** true FMV will be reported after event | \$13,500 | \$9,500 | \$4,500 | \$2,000 | \$500 |



6th Annual GOLF TOURNAMENT FUNDRAISER



Thursday, July 12, 2018

Format:

4 person scramble with best ball played, several contests and prize opportunities.

Time:

Registration & Sponsored Lunch.....10:30 a.m.

Shotgun Start12:30 p.m.

Auction, Dinner and Awards Reception to follow

Beverages and snacks are included and provided during game play.

Location:

Norman K. Probstein at Forest Park

Free Parking

REGISTRATION

- Register a team: \$125/player
- Sponsorship opportunities: \$150 - \$5,000
- Ask about our volunteer opportunities

Register online at www.United4Children.org

Tell us you're golfing on Facebook, Twitter or LinkedIn!

For further information, please contact:

Deanna Finch
Development Officer & Event Director
314-531-1412 x 47
finchd@united4children.org



Annual Golf Tournament - July 2018

| Benefits | Tournament | Gold | Silver | Team | Hole Sponsor |
|---|------------|-----------|-----------|-----------|--------------|
| Pricing | \$5,000 + | \$2,500 + | \$1,500 + | \$600 + | \$150 |
| # of Golf Teams | 3 | 2 | 1 | 1 | |
| # of Golf Signs | 4 | 3 | 2 | 1 | 1 |
| Additional Signage: | | | | | |
| Golf Carts | X | | | Name only | Name only |
| Beverage Carts | X | X | | | |
| Guest Tables | X | | | | |
| Awards Table | X | | | | |
| Bar | X | | | | |
| Banner | X | X | X | Name only | Name only |
| Logo Placement - Print: | | | | | |
| Flyers | X | X | | Name only | Name only |
| Invitations | X | | | | |
| Press Releases | X | X | X | | |
| Thank You Letters | X | | | | |
| Program | X | X | X | Name only | Name only |
| Logo Placement - Electronic: | | | | | |
| Website | X | X | X | | |
| Email | X | X | X | | |
| Newsletter | X | X | X | | |
| Video | X | X | X | | |
| Social Media | X | X | X | | |
| Recognition: | | | | | |
| Podium | X | X | | | |
| Presentation | X | X | X | | |
| News Feature | X | | | | |
| Estimated Fair Market Value ** true FMV will be reported after event | \$4,200 | \$1,900 | \$1,200 | \$390 | \$150 |

| Please complete to confirm your sponsorship | Contribution |
|--|--------------|
| <input type="checkbox"/> GALA: Gold Light Sponsor | \$15,000 |
| <input type="checkbox"/> GALA: Silver Light Sponsor | \$10,000 |
| <input type="checkbox"/> GALA: Bronze Light Sponsor | \$5,000 |
| <input type="checkbox"/> GALA: Spot Light Sponsor | \$2,500 |
| <input type="checkbox"/> GALA: Glowing Light Sponsor | \$1,000 |
| <input type="checkbox"/> GALA: VIP Pre-party Number of Attendees: _____ Pre-event access up to 1 hour prior, VIP registration, auction preview, private tastings, photo opportunity w/ Colonel Sanders, priority checkout, more. \$50 per attendee. | \$50 |
| <input type="checkbox"/> GOLF: Tournament Sponsor | \$5,000 |
| <input type="checkbox"/> GOLF: Gold Sponsor | \$2,500 |
| <input type="checkbox"/> GOLF: Silver Sponsor | \$1,500 |
| <input type="checkbox"/> GOLF: Team Sponsor | \$600 |
| <input type="checkbox"/> GOLF: Hole Sponsor | \$150 |
| <input type="checkbox"/> ANNUAL SPONSOR: Contact me to discuss bundling sponsorships to become an annual sponsor | \$0 |
| <small>*Select 1 level for each event with combined sponsorship cost of \$5,000 or more.</small> | |
| <small>*Extra benefits available to choose from as an annual sponsor include: year-round marketing, article in newsletter, brand recognition on swag, volunteer opportunities, company executive exclusively named as Honorary Chair or Co-Chair, formal donation appreciation, complimentary sponsorship of other agency events, VIP pre-event party, artwork by children we serve. *Number of extra benefits is dependent on sponsorship level</small> | |
| <input type="checkbox"/> CUSTOM: Contact me to talk about customizing benefits | \$0 |
| <small>*Your benefits are negotiable and can be replaced with benefits that are more meaningful to you.</small> | |
| <small>*Extra costs may be incurred.</small> | |

SPONSORSHIP TERMS & CONDITIONS

Confirmation: The benefits agreed to will not be implemented until confirmation is in writing by Sponsor (email is accepted).

Contribution: The total contribution provided by the Sponsor is _____, to be paid in full by 12/30/2018.

Term/Termination: This Contract will terminate automatically on 1/1/2019. **All terms are negotiable and can be customized.**

Please sign to confirm your sponsorship: _____

**Please complete to confirm
your sponsorship**

**Mail completed forms to Deanna Finch at United 4 Children
1310 Papin St., Ste. 100B, St. Louis, MO 63103 or
Email completed forms to Deanna Finch at
finchd@united4children.org**

Name:

Title:

Company:

Address, City, State, Zip:

Phone:

Email:

Website:

Facebook:

LinkedIn:

Payment Options:

Invoice (YES or NO):

Check: Mail with forms

Credit Card (over phone): Call Deanna Finch at (314) 531-1412 x47

Credit Card (online): Visit www.united4children.org

Credit Card (mailed): Complete the below and mail with forms to Deanna Finch at
United 4 Children, 1310 Papin St., Ste. 100B, St. Louis, MO 63103

Credit Card Type:

Credit Card Number:

Security Code:

Expiration Date:

Billing Address:

Name on Card:

Signature:

We have come a long way, but with your support, we can go so much farther.

Will you partner with United 4 Children to build a future where all children, regardless of their challenges, achieve educational & life success?



THANK YOU for all that you do for children and families!



Contact: Deanna Finch, Development Officer
finchd@united4children.org
(314) 531-1412 x47

www.United4Children.org

United 4 Children is a non-profit organization recognized as tax-exempt by the IRS
under Section 501(c)(3); Federal ID 43-0953838.