



SPONSORSHIP OPPORTUNITIES

Once Upon a Time...



Join us for Childcare Resources 13th Annual **Fairy Tale Ball** – the premiere family gala benefiting families in Central Alabama, and a truly enchanting evening for families to enjoy together while making memories to last a lifetime.

Whether you wear your shiny suit of armor, sparkly ball gown, or super hero cape, this magical evening will delight and entertain both the young and the young-at-heart with entertainment and dancing, gourmet hors d'oeuvres, activities for children, an incredible silent auction, face painters, magicians, an over-the-top candy bar, fairy tale characters and more!

SATURDAY, AUGUST 24, 2019 • 5:30 to 8:30PM
HYATT REGENCY BIRMINGHAM, THE WYNFREY HOTEL

VIP Family Ticket: \$350

Admits four (4) individuals* (*including up to two (2) adults*) with one (1) complimentary drink ticket per adult and reserved seating for four (4)

Family Ticket: \$200

Admits four (4) individuals* (*including up to two (2) adults*) with one (1) complimentary drink ticket per adult

Adult Ticket: \$90

Admits one (1) individual age 13 and older with one (1) complimentary drink ticket

Child Ticket: \$20

Admits one (1) child age 12 and under

*Children under two (2) years of age are free to attend. All children must be accompanied by an adult.





2019 SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	\$20,000 Presenting	\$15,000 Archduke	\$10,000 Marquess	\$5,000 Viscount	\$2,500 Baron	\$1,500 Baronet	\$800 Knight
Exclusive Sponsorship	•						
Tickets & Tables							
Family Tickets	15 VIP	10	8	4	2	2	1
VIP Meet and Greet with Characters	•						
VIP Reserved Tables	5	4	3				
Reserved Tables				2	1	1	
Complimentary Drink Tickets (<i>per adult</i>)	3	2	2	1	1	1	1
Recognition							
Custom Event Signage	•						
Logo inclusion in Event Program	Cover	•	•	•	•		
On-Stage Verbal Recognition	•	•	•	•	•		
Logo inclusion on Bidding Platform	•	•	•	•	•		
Logo inclusion On-Screen at Event	•	•	•	•	•		
Logo inclusion on Event Signage	•	•	•	•	•		
Logo inclusion on Agency Website	•	•	•	•	•		
Name inclusion on Event Signage						•	•
Name inclusion in Event Program						•	•
Name inclusion on Agency Website						•	•
Promotional Outreach							
Logo inclusion in Magazine Ads	•						
Pre- and Post-Event Press Releases	•	•					
Logo inclusion in Promotional Eblasts	•	•	•	•			
Logo inclusion in Agency Newsletter	•	•	•	•	•	•	

QUESTIONS OR MORE INFO:

Morgan Hargrove Emahiser, Director of Development: 205-945-0018 Ext. 306 or mhargrove@ccr-bhm.org



PRESENTING SPONSOR : \$20,000

Benefits Include:

- **Exclusive naming rights** to the Childcare Resources **Fairy Tale Ball** with logo inclusion within the event logo
- **Ten (10) VIP Family Tickets** to the event*
- **VIP Character Meet & Greet** for your guests before the event begins
- **Five (5) VIP Reserved Tables** at the event with preferred seating
- **Three (3) complimentary drink tickets** per adult
- **On-stage recognition** at the event during the “Heralding of the Sponsors” including the opportunity for a representative from your company to speak
- **Logo inclusion** on the following:
 - **Pre-event promotional materials** including event invitations and flyers
 - **On-Screen** during scrolling event presentation
 - **Event Signage**, including sponsorship signs, event signs, and customized individual Presenting Sponsor signage
 - **Event Program Cover** distributed to more than 700 attendees
 - **Electronic Bidding Platform** utilized by all guests at the event, as well as individuals bidding remotely
 - Childcare Resources **website** (including hyperlink)
 - Pre- and Post-Event **eblasts** to Childcare Resources friends and supporters, totaling approximately 2,500 contacts
 - **Social Media Posts** on Childcare Resources’ Facebook, Twitter and Instagram pages, including the agency’s Facebook page header and customized posts highlighting your company individually
 - **Event Advertisements** in local publications
 - **Agency Newsletter** (*The Resource*) including an individualized article highlighting your company’s support
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

***VIP Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

If additional information is required or necessary, or to discuss sponsorship at a different level not defined in this packet, please contact:

Morgan Hargrove Emahiser
 Director of Development
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 mhargrove@ccr-bhm.org

FAST FACT!

54% of young children in Alabama (between the ages of three and four) live in households where their parents are not able to afford child care.



ARCHDUKE SPONSOR : \$15,000

Benefits Include:

- **Ten (10) Family Tickets** to the event*
- **Four (4) VIP Reserved Tables** at the event with preferred seating
- **Two (2) complimentary drink tickets** per adult
- **On-stage recognition** at the event during the “Heralding of the Sponsors”
- **Logo inclusion** on the following:
 - **On-Screen** during scrolling event presentation
 - **Event Signage** on display throughout the evening
 - Inside **Event Program** distributed to more than 700 attendees
 - **Electronic Bidding Platform** utilized by all guests at the event, as well as individuals bidding remotely
 - Childcare Resources **website** (including hyperlink)
 - Pre- and Post-Event **eblasts** to Childcare Resources friends and supporters, totaling approximately 2,500 contacts
 - **Social Media Posts** on Childcare Resources’ Facebook, Twitter and Instagram pages (approx. 10 posts)
 - **Event Advertisements** in local publications
 - **Agency Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

***Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

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FAST FACT!

VOICES for Alabama’s Children *2018 Alabama Kids Count Data Book* reports that **27% of children in Alabama live in poverty.**



MARQUESS SPONSOR : \$10,000

Benefits Include:

- **Eight (8) Family Tickets** to the event*
- **Three (3) VIP Reserved Tables** at the event with preferred seating
- **Two (2) complimentary drink tickets** per adult
- **On-stage recognition** at the event during the “Heralding of the Sponsors”
- **Logo inclusion** on the following:
 - **On-Screen** during scrolling event presentation
 - **Event Signage** on display throughout the evening
 - Inside **Event Program** distributed to more than 700 attendees
 - **Electronic Bidding Platform** utilized by all guests at the event, as well as individuals bidding remotely
 - Childcare Resources **website** (including hyperlink)
 - **Social Media Posts** on Childcare Resources’ Facebook, Twitter and Instagram pages (approx. 8 posts)
 - **Event Advertisements** in local publications
 - **Agency Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

***Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

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mhargrove@ccr-bhm.org

FAST FACT!

342,000 children in Alabama live in households where their parents lack secure employment, with **399,000** living in single-parent families.



VISCOUNT SPONSOR : \$5,000

Benefits Include:

- **Four (4) Family Tickets** to the event*
- **Two (2) Reserved Tables** at the event with preferred seating
- **One (1) complimentary drink ticket** per adult
- **On-stage recognition** at the event during the “Heralding of the Sponsors”
- **Logo inclusion** on the following:
 - **On-Screen** during scrolling event presentation
 - **Event Signage** on display throughout the evening
 - Inside **Event Program** distributed to more than 700 attendees
 - **Electronic Bidding Platform** utilized by all guests at the event, as well as individuals bidding remotely
 - Childcare Resources **website** (including hyperlink)
 - **Social Media Posts** on Childcare Resources’ Facebook, Twitter and Instagram pages (approx. 5 posts)
 - **Agency Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

***Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

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FAST FACT!

More than two-thirds of Alabama’s children live in households where both parents are in the workforce.



BARON SPONSOR : \$2,500

Benefits Include:

- **Two (2) Family Tickets** to the event*
- **One (1) Reserved Table** at the event
- **One (1) complimentary drink ticket** per adult
- **On-stage recognition** at the event during the “Heralding of the Sponsors”
- **Logo inclusion** on the following:
 - **On-Screen** during scrolling event presentation
 - **Event Signage** on display throughout the evening
 - Inside **Event Program** distributed to more than 700 attendees
 - Childcare Resources **website** (including hyperlink)
 - **Social Media Posts** on Childcare Resources’ Facebook, Twitter and Instagram pages (approx. 3 posts)
 - **Agency Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

***Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

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FAST FACT!

More than 22,000 working families with in Central Alabama are unable to afford quality child care for their children.



BARONET SPONSOR : \$1,500

Benefits Include:

- **Two (2) Family Tickets** to the event*
- **Reserved seating for four (4)** at the event
- **One (1) complimentary drink ticket** per adult
- **Name inclusion** on the following:
 - **On-Screen** during scrolling event presentation
 - **Event Signage** on display throughout the evening
 - Inside **Event Program** distributed to more than 700 attendees
 - Childcare Resources **website**
 - **Social Media Posts** on Childcare Resources' Facebook, Twitter and Instagram pages (approx. 3 posts)
 - **Agency Newsletter** (*The Resource*)

***Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

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FAST FACT!

\$1,000 provides funding for one year of child care, allowing another family from our current waiting list into our Supplemental Child Care Program.



KNIGHT SPONSOR : \$800

Benefits Include:

- **Opportunity to donate one (1) Family Ticket** to the event to a Childcare Resources Client Family
- No goods or services will be received in exchange for your gift, allowing for a **Fair Market Value** of \$0 and a 100% tax deduction for your contribution
- **Name inclusion** on the following:
 - **On-Screen** during scrolling event presentation
 - Inside **Event Program** distributed to more than 700 attendees
 - Childcare Resources **website**
 - **Social Media Posts** on Childcare Resources' Facebook, Twitter and Instagram pages (approx. 3 posts)

***Family Ticket:** Each includes admission for up to two (2) adults and two (2) children. Children under the age of two (2) are free to attend. All children must be accompanied by an adult.

Fair Market Values for each sponsorship level may be provided upon request.

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FAST FACT!

Last year, Childcare Resources paid child care subsidies on behalf of **106 families caring for 119 children** in our community.



SPONSORSHIP FORM

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor : \$20,000 | <input type="checkbox"/> Baronet Sponsor : \$1,500 |
| <input type="checkbox"/> Archduke Sponsor : \$15,000 | <input type="checkbox"/> Knight Sponsor : \$800 |
| <input type="checkbox"/> Marquess Sponsor : \$10,000 | <input type="checkbox"/> VIP Family Ticket : \$350 *Limited Availability* |
| <input type="checkbox"/> Viscount Sponsor : \$5,000 | <input type="checkbox"/> Contribution of another amount : \$ _____ |
| <input type="checkbox"/> Baron Sponsor : \$2,500 | |

Sponsor Name: _____

Please list name as you'd like it to appear for recognition

Sponsor Company: _____

Contact Name: _____

Title (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Type: ☐ Work ☐ Home ☐ Cell

Email: _____

PAYMENT OPTIONS

- ☐ Please **invoice** my company
- ☐ **Check** is enclosed (*Please make checks payable to Childcare Resources*)
- ☐ **Check** is in the mail (*Please make checks payable to Childcare Resources*)
- ☐ I will be paying for my sponsorship **online:** www.ccr-bhm.org/ftbsponsor

PLEASE RETURN COMPLETED FORM TO:

Childcare Resources
Attn: Development Department
244 W Valley Ave Ste 200
Birmingham, AL 35209
mhargrove@ccr-bhm.org

QUESTIONS OR MORE INFORMATION:

Morgan Hargrove Emahiser
Director of Development
Childcare Resources
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Childcare Resources makes quality care and education of children happen by providing information, education, and assistance to families, providers of child care, and the community. Childcare Resources is a 501(c)3 non-profit organization located in Birmingham, Alabama whose federal tax identification number is 63-0882628