

Fairy Tale **BALL**

benefiting Childcare Resources

Sponsorship Opportunities

Saturday, August 28, 2021

5:30 to 8:30pm

Hyatt Regency Birmingham, The Wynfrey Hotel

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Once Upon a Time....

Celebrating its 15th anniversary, Childcare Resources' **Fairy Tale Ball** is returning to an **in-person event** with more magic than ever before!

Whether you wear your shiny suit of armor, sparkly ball gown, or super hero cape, the **Fairy Tale Ball** will delight and entertain both the young and the young-at-heart with entertainment and dancing, an incredible silent auction, interactive activities with some of your favorite fairy tale characters and super heroes, and so much more.

This magical evening is certainly an opportunity to make memories to last a lifetime, while also generating valuable funding to further Childcare Resources important work to create quality early learning opportunities and a strong academic start for young children across Central Alabama.

Please join us as a sponsor for our Fairy Tale Ball — Alabama's children are counting on you!

Ticket Details

Child Ticket: \$50

Admits one (1) child age 12 and younger. All children must be accompanied by an adult.

Adult Ticket: \$100

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

Family Ticket: \$250

Admits four (4) individuals including up to two (2) adults with two (2) complimentary drink tickets.

Character Visit: \$50

Receive a special visit from a Fairy Tale Character right to your door! Characters will deliver a special invitation on Friday, August 27 to your home. Valid for Greater Birmingham area only; limited quantity available.



Sponsorship Opportunities

Sponsor Benefits	\$20,000 Presenting	\$15,000 Archduke	\$10,000 Marquess	\$5,000 Viscount	\$2,500 Baron	\$1,500 Baronet
Exclusive Sponsorship	•					
Family Tickets	10	8	6	4	2	2
Reserved VIP Tables (tables seat 8)	5	4	3			
Reserved Tables (tables seat 4)				2	1	1
Character Delivery for Each Family Ticket	•	•				
Logo inclusion in Main Event Logo	•					
Logo inclusion in Event Program	Cover	•	•	•	•	
On-Stage Recognition from Emcee	•	•	•	•	•	
Logo inclusion on Ticketing Website	•	•	•	•	•	
Logo inclusion on Agency Website	•	•	•	•	•	
Logo inclusion on Event Signage	•	•	•	•		
Logo inclusion in on-screen presentation	•	•	•	•		
Name inclusion in on-screen presentation					•	•
Name inclusion on Event Signage					•	
Name inclusion in Event Program						•
Name inclusion on Agency Website						•
Logo inclusion in Magazine Ads	•					
Pre- and Post-Event Press Releases	•	•	•			
Logo inclusion in Promotional Eblasts	•	•	•	•		
Logo inclusion in Social Media Posts	10	8	6	4	2	1

All print recognition, including advertisements, dependent upon print deadlines and ad opportunities

Interested in a Sponsorship Level not listed?

Check our **A La Carte Sponsorships** on the next page, or email memahiser@ccr-bhm.org





A La Carte Sponsorships

Sponsors receive exposure related to the specific item or area sponsored, as well as logo placement (with hyperlink) on Childcare Resources' website, event website, inside the event program distributed to all guests, on event signage, in pre- and post-event guest communications and emails, and name inclusion in all press releases distributed before and after the event.

Contact memahiser@ccr-bhm.org for sponsorship amounts and availability.

Production Sponsor

In-kind support provided to our event production, including (but not limited to) event design pieces (set pieces, centerpieces, linens, decor, etc.) or monetary sponsorship to cover expense of production equipment and/or design pieces required for the event. **(Exclusive: 2 available)**

Silent Auction Sponsor

Exclusive monetary sponsorship of the event technology used to operate our silent auction. Includes exclusive logo recognition on auction bidding website and mobile bidding website used by guests in attendance in addition to all other a la carte sponsorship recognition. **(Exclusive: 1 available)**

Royal Family Sponsor

Sponsorship allows for one (1) family currently enrolled in our Supplemental Child Care Program to attend the event at no cost to the family. **(Sponsorship: \$1,000; Limited Number Available)**

Sensory Room Sponsor

Underwrites cost for purchase of one (1) mobile sensory station to be used in a designated sensory room at the event. Along with exclusive signage recognizing the sponsoring company/organization, this mobile sensory station will be used after the event in a Childcare Resources Head Start/Early Head Start Classroom. **(Exclusive: 1 available)**



Sponsorship Participation Form

Sponsorship Level

- | | |
|---|--|
| <input type="radio"/> Presenting Sponsor: \$20,000 | <input type="radio"/> Baron Sponsor: \$2,500 |
| <input type="radio"/> Archduke Sponsor: \$15,000 | <input type="radio"/> Baronet Sponsor: \$1,500 |
| <input type="radio"/> Marquess Sponsor: \$10,000 | <input type="radio"/> A La Carte Sponsorship: _____ |
| <input type="radio"/> Viscount Sponsor: \$5,000 | <input type="radio"/> Donation to the event: \$ _____ |

Sponsor Details

Sponsor/Company Name: _____

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

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ ☐ Work ☐ Home ☐ Cell

Email: _____

Payment Options

- ☐ Please **invoice** my company
- ☐ **Check** is enclosed made payable to Childcare Resources
- ☐ **Check** is in the mail made payable to Childcare Resources
- ☐ **Online:** <https://ccr-bhm.org/fairy-tale-ball>

Please return completed form to:

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

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 and United Way of Central Alabama Partner Agency located in Birmingham, Alabama whose federal tax identification number is 63-0882628