

# *Fairy Tale* ★ **BALL** ★ *a virtual family event*

## **Sponsorship Opportunities**





# Saturday, August 29, 2020 • 5:30pm

Virtual! Join us Online

Whether you wear your shiny suit of armor, dress in your most sparkly ball gown, or throw on a super hero cape... **the magic of the Fairy Tale Ball is being brought right to your home with our first ever virtual event!**

## Family Virtual Ticket

Virtual Admission for  
One (1) Family

Two (2) Child Packets

\$25 Discount on a  
Family Ticket to the 2021  
Fairy Tale Ball

**\$100**

## Child Virtual Ticket

Virtual Admission for  
One (1) Child

One (1) Child Packet

**\$50**

## Character Delivery

**Add-On:** Special delivery of  
your Child Packet(s) to your  
home by a Fairy Tale  
Character

**\$50**

**Limited quantity available; Valid only for deliveries in the Greater Birmingham area.** Only one Character Delivery Add-On needed per family if multiple packets are being delivered to the same location.





## Your **Virtual Ticket** Includes:

- Live-streamed Dance Party with our **Virtual DJ**
- **Virtual Meet-n-Greet** with Fairy Tale Characters
- Waking of **Snow White**
- **Create-a-Craft** with a Fairy Tale Character
- Virtual **Jedi Academy**
- Marvelous **Magic Show**
- **Sing-a-Long** with a Fairy Tale Character
- **Child Packet(s)** *(see ticket levels for details)*
- **\$25 Discount** on your 2021 Event Ticket *(comes with Family Tickets only)*

## Each **Child Packet** Includes:

- Personalized, autographed **Character Photo**
- **Candy** from our Over-the-Top Candy Bar *(candy will be pre-packaged)*
- Materials for the virtual **Create-a-Craft** Activity
- Materials to make your own **Fairy Tale Ball Royal Crown**
- **Activity Sheets** and **Fun Stickers**
- Personal **Pixie Dust** with instructions on how to enter the virtual event



# 2020 Sponsorship Opportunities

Sponsor Benefits	<del>\$20,000</del> Presenting	\$15,000 Archduke	\$10,000 Marquess	\$5,000 Duke	\$5,000 Viscount	\$2,500 Baron	\$1,500 Baronet
Exclusive Sponsorship	•			•			
Virtual Family Tickets	15 VIP	10 VIP	8	4	4	2	2
Child Packets	30 VIP	20 VIP	16	8	8	4	4
Character Delivery for Each Family Ticket	•	•					
VIP Pre-Event Character Meet-and-Greet	•						
Logo inclusion in Main Event Logo	•						
Logo inclusion in Virtual Event Program	Cover	•	•	•	•	•	
Live Stream Recognition from Emcee	•	•	•	•	•	•	
Logo inclusion on Chance-to-Win Items				•			
Logo inclusion in Live Stream Display	•	•	•	•	•		
Logo inclusion on Ticketing Website	•	•	•	•	•	•	
Logo inclusion on Agency Website	•	•	•	•	•	•	
Name inclusion in Live Stream Display						•	•
Name inclusion in Virtual 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 Agency Newsletter	•	•	•	•	•	•	•
Logo inclusion in Social Media Posts	15	10	8	5	5	3	3

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

**Interested in a Sponsorship Level not listed?**

Email [mhargrove@ccr-bhm.org](mailto:mhargrove@ccr-bhm.org) to discuss... we'd love to partner with you!





# Presenting Sponsor: \$20,000

# Exclusive

## Benefits Include:

- **Exclusive naming rights** to the Childcare Resources **Fairy Tale Ball** with logo inclusion within the event logo
- **Fifteen (15) VIP Family Tickets** to the event\*
- **Thirty (30) VIP Child Packets**
- **Character Delivery** for each Virtual Family Ticket\*\*
- **VIP Character Meet & Greet** for your guests before the virtual event begins
- **Livestream verbal recognition** during the event
- **Logo inclusion** on the following:
  - **Pre-event promotional materials** including event invitations and promotional flyers
  - **On-Screen** during scrolling virtual event presentation
  - **Event Program Cover** distributed to all attendees
  - Childcare Resources **website** (including hyperlink)
  - Virtual event **ticketing 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 Electronic 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 Virtual Admission for an entire family along with two (2) Child Packets.

### \*\*Character Delivery:

One (1) delivery location for each Virtual Family Ticket. Valid only for deliveries in Greater Birmingham area.

**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:

### Morgan Emahiser

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org

## Fast Fact!

**335,000 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) VIP Family Tickets** to the event\*
- **Twenty (20) VIP Child Packets**
- **Character Delivery** for each Virtual Family Ticket\*\*
- **Livestream verbal recognition** during the event
- **Logo inclusion** on the following:
  - **Pre-event promotional materials** including event invitations and promotional flyers
  - **On-Screen** during scrolling virtual event presentation
  - Inside **Virtual Event Program** for all attendees
  - Childcare Resources **website** (including hyperlink)
  - Virtual event **ticketing 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)
  - **Agency Electronic Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

### **\*VIP Family Ticket:**

Each includes Virtual Admission for an entire family along with two (2) Child Packets.

### **\*\*Character Delivery:**

One (1) delivery location for each Virtual Family Ticket. Valid only for deliveries in Greater Birmingham area.

**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:

### **Morgan Emahiser**

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org

## Fast Fact!

**24% of children in Alabama** live in poverty; **31% of children** in Alabama live in households where their parents lack secure employment.



## Marquess Sponsor: \$10,000

### Benefits Include:

- **Eight (8) Family Tickets** to the event\*
- **Sixteen (16) Child Packets**
- **Livestream verbal recognition** during the event
- **Logo inclusion** on the following:
  - **On-Screen** during scrolling virtual event presentation
  - Inside **Virtual Event Program** for all attendees
  - Childcare Resources **website** (including hyperlink)
  - Virtual event **ticketing 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. 8 posts)
  - **Agency Electronic Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

### \*Family Ticket:

Each includes Virtual Admission for an entire family along with two (2) Child Packets.

**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:

### Morgan Emahiser

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org

## Fast Fact!

**26% of children in Alabama** live in households with an exceptionally high housing cost burden.





## Duke Sponsor: \$5,000

**Exclusive**

### Benefits Include:

- **Exclusive Sponsorship** of event Chance-to-Win
- **Exclusive Logo Placement** on all Chance-to-Win materials, including tickets, flyers, and other promotional items/emails
- **Four (4) Family Tickets** to the event\*
- **Eight (8) Child Packets**
- **Livestream verbal recognition** during the event
- **Logo inclusion** on the following:
  - **On-Screen** during scrolling virtual event presentation
  - Inside **Virtual Event Program** for all attendees
  - Childcare Resources **website** (including hyperlink)
  - Virtual event **ticketing 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. 4 posts)
  - **Agency Electronic Newsletter** (*The Resource*)
- Name inclusion in **press releases** and **media alerts** distributed to area media both pre- and post-event

#### **\*Family Ticket:**

Each includes Virtual Admission for an entire family along with two (2) Child Packets.

**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:

#### **Morgan Emahiser**

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org





## Viscount Sponsor: \$5,000

### Benefits Include:

- **Four (4) Family Tickets** to the event\*
- **Eight (8) Child Packets**
- **Livestream verbal recognition** during the event
- **Logo inclusion** on the following:
  - **On-Screen** during scrolling virtual event presentation
  - Inside **Virtual Event Program** for all attendees
  - Childcare Resources **website** (including hyperlink)
  - Virtual event **ticketing 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. 4 posts)
  - **Agency Electronic Newsletter** (*The Resource*)

### \*Family Ticket:

Each includes Virtual Admission for an entire family along with two (2) Child Packets.

**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:

### Morgan Emahiser

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org



## Baron Sponsor: \$2,500

### Benefits Include:

- **Two (2) Family Tickets** to the event\*
- **Four (4) Child Packets**
- **Livestream verbal recognition** during the event
- **Logo inclusion** on the following:
  - Inside **Virtual Event Program** for all attendees
  - Childcare Resources **website** (including hyperlink)
  - Virtual event **ticketing website** (including hyperlink)
  - **Social Media Posts** on Childcare Resources' Facebook, Twitter and Instagram pages (approx. 2 posts)
  - **Agency Electronic Newsletter** (*The Resource*)
- Name inclusion **on-screen** during scrolling event presentation

### \*Family Ticket:

Each includes Virtual Admission for an entire family along with two (2) Child Packets.

**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:

### Morgan Emahiser

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org

## Fast Fact!

**34,958 children in Alabama** are receiving child care subsidies to assist with the high cost of care so their parent(s) may remain employed.





## Baronet Sponsor: \$1,500

### Benefits Include:

- **Two (2) Family Tickets** to the event\*
- **Four (4) Child Packets**
- **Livestream verbal recognition** during the event
- **Name inclusion** on the following:
  - **On-screen** during scrolling event presentation
  - Inside **Virtual Event Program** for all attendees
  - Childcare Resources **website** (including hyperlink)
  - **Social Media Posts** on Childcare Resources' Facebook, Twitter and Instagram pages (approx. 2 posts)
  - **Agency Electronic Newsletter** (*The Resource*)

### **\*Family Ticket:**

Each includes Virtual Admission for an entire family along with two (2) Child Packets.

**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:

### **Morgan Emahiser**

Director of Development  
205-945-0018 Ext. 306  
mhargrove@ccr-bhm.org

**Fast Fact!**

**61% of employed mothers** have young children.



# Sponsorship Form

- ☐ **Presenting Sponsor:** \$20,000      ☐ **Baron Sponsor :** \$2,500  
☐ **Archduke Sponsor:** \$15,000      ☐ **Baronet Sponsor:** \$1,500  
☐ **Marquess Sponsor:** \$10,000      ☐ **Family Ticket:** \$100  
☐ **Duke Sponsor:** \$5,000      ☐ **Child Ticket:** \$50  
☐ **Viscount Sponsor:** \$5,000      ☐ **Character Delivery:** \$50 \*Limited Qty\*

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 **online:** <http://fairytalesball.swell.gives>

## Please return completed form to:

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

## Questions or more info:

Morgan Hargrove Emahiser  
Director of Development  
Childcare Resources  
205-945-0018 Ext. 306  
[mhargrove@ccr-bhm.org](mailto:mhargrove@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 located in Birmingham, Alabama whose federal tax identification number is 63-0882628*