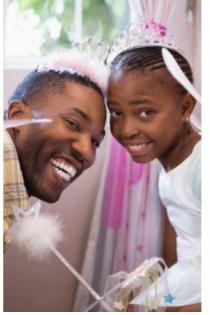


Sponsorship Opportunities











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.

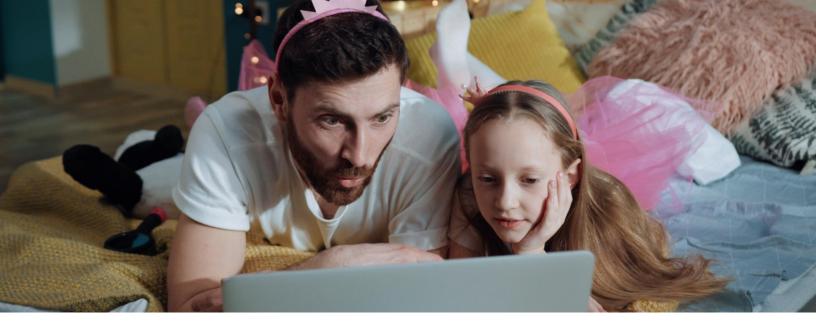


Your Virtual Ticket Includes:

- 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	\$20,162 2rs naing	\$15,000 Archduke	\$10,000 Marquess	\$5,000 Duke	\$5,000 Viscount	\$2,500 Baron	\$1,500 Baronet
Exclusive Sponsorship	3			•			
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 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 Famliy 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



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 Famliy 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:





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 includsion in press releases and media alerts distributedto 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:





Duke Sponsor: \$5,000

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 includsion in **press releases** and **media alerts** distributedto area media both pre- and post-event

Exclusive

*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:



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:

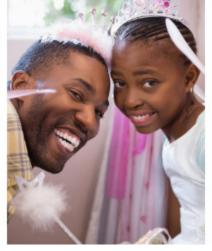
Morgan Emahiser Director of Development 205-945-0018 Ext. 306 mhargrove@ccr-bhm.org

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:



Sponsorship Form

Presenting Sponsor: \$20,000	O Baron Sponsor : \$2,500					
Archduke Sponsor: \$15,000	Baronet Sponsor: \$1,500Family Ticket: \$100					
○ Marquess Sponsor: \$10,000						
Ouke 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 recogni						
Sponsor Company:						
Title (if applicable):						
Address:						
City:	State: Zip:					
	Type: O Work O Home O Cell					
Email:						
	e checks payable to Childcare Resources) ke checks payable to Childcare Resources)					
Please return complete	ed form to:					
Childcare Resources Attn: Development Department 244 W Valley Ave Ste 200 Birmingham, AL 35209 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

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