2019 SPONSORSHIP PROGRAM

Celebrating

50

1969–2019

Thursday, November 7, 2019

Harold Washington Library
For 50 years, Illinois Action for Children has been fostering racial equity and strengthening children, families, and communities, through a comprehensive approach that focuses on:

- Ensuring that children have access to high-quality child care and education, regardless of the socio-economic status of their family;
- Supporting parents in their goals of economic stability and self-sufficiency;
- Providing professional development and quality improvement opportunities for child care and early education providers;
- Supporting robust community-based collaborations as they build the networks that will ensure the needs of families with young children are met; and
- Advocating for the legislative policies that create accessible and equitable child care and family supports for everyone.

Illinois Action for Children’s programs are designed to give every child a great start, so that families can build a solid foundation that will build strong communities for us all. Here’s a snapshot of our impact in 2018.
What Is A Night to Shine?

A Night to Shine is Illinois Action for Children’s premier annual fundraising benefit. In honor of our golden anniversary, this year’s event will be attended by more than 300 corporate, civic and community leaders, philanthropists, and guests.

A Night to Shine 2019 will be a milestone celebration of IAFC’s rich history inclusive of awards, entertainment, and an inspirational keynote address.

We will reflect on our 50 years of progress and as we prepare to move forward, we will give tremendous recognition and thanks to the generous sponsors, donors, partners, and individuals who have being instrumental to our legacy and half-century of achievement.

Why Our Programs are Important

High-quality programs, like the ones offered by Illinois Action for Children, strengthen our economy and workforce through building the strong foundations that lead to lifelong success. These programs:

• Reduce the achievement gap before it becomes too costly to close;

• Build our workforce by allowing parents to go to work and continue their education as their children are preparing for continued academic achievement.

• Yield high returns—investments in high-quality early childhood education generate a 13 percent ROI to society.

Why Sponsor A Night to Shine?

Partnering with IAFC on your Corporate Social Responsibility initiatives has numerous benefits for your company, including:

• Recognition as a caring and compassionate company for which to work—your company’s commitment to children, families, and communities will inspire loyalty, boost morale, and attract employees who feel likewise.

• Building your bottom line—Consumers and businesses buy from companies that they know, like and trust. Showcasing your commitment to issues that affect us all is another way to set your company apart from your competitors.

• Broadcasting your brand—Illinois Action for Children serves more than 200,000 children, families, and early education practitioners each year, providing numerous opportunities to amplify your company.

Investing in early childhood programs is good for business, our economy, and society!
A Night to Shine Sponsorship Opportunities

**Changing Lives: $50,000 (Exclusive)**

As our Presenting Sponsor your company will receive all Championing Children benefits, PLUS:

- Company video feature (up to 2 minutes) during reception & on website, social media, YouTube
- Top billing in all press & collateral and exclusive pre-event press release
- Full-page color ad in program book
- Reserved seating during program and reception (Premiere Location)
- 3-minute sponsor spotlight to introduce your organization & the Keynote Speaker
- Cover Story feature on IAFC website, social media, Donor Spotlight, and eAdvocate electronic newsletters
- 20 Tickets

Additional Benefits:

- 3-month digital advertising and social media packages; 2 Presentation/Training opportunities (Company Choice)
- Year-long premiere recognition as a member of Partners in Action

**Championing Children: $40,000 (1 per Industry)**

All strengthening families, PLUS:

- Reserved seating for program and reception (Preferred Location)
- 2 Exclusive social media announcements with hyper-linked company logo
- Full-page color ad (Preferred Location)
- 15 Tickets

Additional Benefits:

- Collateral and/or product provision to up to 3 targeted IAFC audiences 3 times during the year (Company Choice)
- 3-months each digital advertising and social media packages

**Golden Celebration!: $30,000 (Exclusive)**

As the event Reception/Dinner Sponsor you’ll enjoy all Strengthening Families benefits, PLUS:

- Table runners branded with your company logo (Dinner)
- Company branded cocktail napkins
- Company branded step-and-repeat in Reception area
- Dedicated time for company group and individual photos
- Complimentary photos for all company attendees
- Logo placement on or near anniversary dessert and on souvenir dessert bags or containers
Visit www.actforchildren.org/Sponsor50

**Strengthening Families: $25,000**

All Building Communities benefits, PLUS:
- Recognition from the podium
- Reserved seating for program and reception (Prominent Location)
- Feature article in IAFCs Donor Spotlight eNewsletter
- Full-page color ad in program book
- 10 Tickets

Additional Benefits:
- Collateral provision to up to 2 targeted IAFC audiences twice during the year (Company Choice)
- 1-month each digital advertising package and social media package during the year (Company Choice)
- Year-long prominent recognition as a member of Partners in Action

**Building Communities: $10,000**

All Taking Action benefits, PLUS:
- Recognition in all event announcements to press/media
- Recognition from the podium
- Half-page color ad in program book
- 7 Tickets

Additional Benefits:
- Full-page ad in all editions of IAFC Provider Resource Catalogue for 1 year

**Taking Action: $5,000**

Logo placement in event related printed materials and signage and on website
- Recognized in 1 event related social media announcement
- Quarter-page color ad in program book
- 5 Tickets

Additional Benefits:
- Recognition as a corporate Partner in Action on website, at IAFC locations and in other IAFC event collateral (as appropriate) for 1 year

**FOCUS AREAS**
- Public Policy & Advocacy
- Research
- Community Outreach and Organizing
- Early Learning Programs
- Home Visiting
- Early Childhood Mental Health Consultation
- Program Quality Improvement Support
- Healthy Food Program
- Provider Training and Professional Development
- Family Engagement-Leadership training and Case Management
- Support for Finding and Paying for Child Care
Important Dates

9/6/2019—
Sponsorship Commitment and logo for inclusion in the printed invitation.

9/30/2019—
All Sponsorship and Advertising Commitments and logo for inclusion on website and social media.

10/11/2019—
Ads for printed Program Book and logos for event collateral (i.e. signage).

11/7/2019—
A Night to Shine!

Special Contribution Category

Community Contributor: $2,500

• Acknowledgment in event collateral and on signage
• 3 Tickets

A Night to Shine Program Book Advertising Only

• Full-page Color: $1,000
• Half-page Color: $750
• Quarter-page Color: $500

Please see page 7 for ad and logo specifications.

Important Sponsorship Information

To Secure Your Sponsorship

• Visit www.actforchildren.org/Sponsor50 for the most up-to-date information on sponsorship package availability.

• Click on the Secure My Sponsorship button

• Complete the form to provide your company and contact information and identify the sponsorship package you would like to purchase.

• Please note: You will receive an invoice for your sponsorship package. If you wish to pay by credit card, the transaction will incur a 2.9 percent merchant processing fee. Please contact developmentoffice@actforchildren.org.

“
We make a living by what we get. We make a life by what we give.

Winston Churchill
Ad and Logo Specifications

Please submit ads as print-ready, high-resolution PDF or .eps files.

• Full-page Ad: 8.5” w x 11” h w/bleed, full-color
• Half-page Ad: 8.5” w x 5.5” h w/bleed, full-color
• Quarter-page Ad: 4.25” w x 5.5” h, w/bleed, full-color

Please submit your company logo in the following formats:

• Full-color, hi-res, .eps
• Full-color .png
• Please note: Many of our collateral materials will be printed on a black background. Please provide any logo usage guidelines for placing your logo in white on a black background.

Visit www.actforchildren.org/Sponsor50 and click “Submit Art” to submit your ad and your logo(s). Ad or Logo questions? Please contact: marketing@actforchildren.org.

For questions about any of our sponsorship opportunities or to confirm your sponsorship commitment, contact:

Sari Rubin, Director of Philanthropy
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2019 is a year of celebration culminating with our singular fundraising benefit—A Night to Shine. Thanks to our donors, partners, providers, advocates and families across Illinois, IAFC is a 50 year success story—but our story is far from over—and we cannot write it alone.

Working together, we can fill the pages in the next chapter of IAFCs history with a bold new vision and positive, meaningful change that impacts the children, families and communities with the greatest need.

Join with us! Together, our best is yet to come!
Here Are 4 Big Reasons to Invest in Our Littlest Learners

1. Help shrink and prevent the achievement gap.
2. Improve long-term health.
3. Increase earning potential in adulthood.
4. Contribute to positive economic returns through better outcomes in education, health, sociability, economic productivity, and reductions in crime.