



27th Annual Children's Week Florida™
PARTNERSHIP PACKET

2022 Children's Week Florida™ Partners



We invite you to join us in-person to strengthen Florida's families and communities by supporting Children's Week Florida™ advocacy events and outreach efforts.

As many organizations transition back to hosting in-person events and gatherings, we are excited to do the same. We are currently seeking partners to pledge their commitment and join us in-person for **Children's Week Florida™ 2022**, taking place at the **State Capitol January 30 - February 4**.

Children's Week Florida™, once a single-day grassroots event, is now a year-round initiative that includes generous and committed support from non-profit, corporate, government, and philanthropic organizations like yours. Throughout the year, dozens of community-focused events and activities take place across the state.

The mission of Children's Week Florida™ seeks to educate and elevate the diverse needs of Florida's children and youth to our state leaders, while acknowledging their achievements. It is the only annual event held in the state that celebrates and honors its commitment to children, youth, and advocates. A key objective of Children's Week Florida™ is to build common frameworks of policy knowledge and understanding of issues facing Florida's children and youth. We invite your organization to become a part of our network of community partners, and speak out as "One Voice" in support of children and families.

During this year's activities and events, partners will have the opportunity to meet with thousands of attendees including legislators, public officials, policy makers, nonprofit organizations, community and business leaders, child and youth advocates, teachers, students, and families, and more. Partners will also be highlighted and recognized virtually on the Children's Week Florida™ website and social media, allowing them to reach audiences and potential consumers around the state.

Your partnership investment and support will help provide the platform for child and youth advocates to deliver the message that every child in Florida deserves to be healthy, ready to learn, and equipped to achieve their full potential!



IMPORTANT NOTE: *Children's Week Florida™ and the Children's Forum maintain the right to review any and all donations, partnerships, and/or opportunities with due diligence in an effort to provide meaningful advocacy opportunities in support of children, youth, and families. Any organizations or individuals who may be deemed in conflict with the goals or mission of Children's Week Florida™ or the Children's Forum, or who pose potential reputational harm to either, may not be accepted.*

Activities and Events



Year-Round

Community Activities & Events*

From Pensacola to Key West, communities across the state host free local in-person events and activities that bring the health, safety, and well-being of Florida's children, youth, and families to the forefront.

Year-Round

Children & Youth Advocacy Workshops

We invite partners and supporters to participate and facilitate workshops throughout the year to share resources and learn about important issues affecting all of our Florida citizens.

*January -
February
2022*

Celebration of the Hands*

Each year, young children, youth, teachers, and families create custom hand artwork that is proudly displayed in the capital city. These beautiful works of art serve as a daily reminder to legislators and visitors that the future of our children rests in their hands.

*Monday,
January 31*

Advocacy Reception & Awards Ceremony*

This special in-person evening affair will include inspirational speakers, entertainment, and networking opportunities, along with the announcement of the **2022 Chiles Advocacy Award** and **Youth Advocate Award** winners.

*Tuesday,
February 1*

Children's Day*

Children's Week Florida™ participants will gather in the Capitol Courtyard and Rotunda for a variety of interactive events and educational activities focused on young children and youth. Throughout the day, partners will also have the opportunity to share information with attendees of all ages, including families, young children, teachers, students, and advocates.

**NOTE: All in-person events or large gatherings are contingent upon health and safety guidelines at the time of the Children's Week Florida™ event.*



Children's WEEK

Because Every Child Matters

Partnership Benefits



As a 2022 Children's Week Florida™ partner, you will gain visibility throughout the week to promote your organization's brand, products, and services. This can help to expand your network, bring in new clientele, and increase traffic to your organization's website and social media platforms. Partners may also choose to donate branded products, volunteer time, or free services to make an even greater community impact.

In addition to increasing your organization's presence and reach, becoming a Children's Week Florida™ partner creates positive public relations. Potential consumers will see that you are doing your part to help their communities. We invite all partners to participate in Children's Week Florida™ planning committees to collaborate with our team and other leaders.

The following Children's Week Florida™ partnership levels accommodate budgets of any size. There are also a limited number of **Featured Partnerships**, which offer exclusive visibility for specific Children's Week Florida™ events and activities.

Featured Partnerships

Children's Week Florida™ Featured Partnership opportunities include:

Media - \$25,000

Advocacy Reception & Awards Ceremony - \$20,000

Children's Day Events - \$20,000

Storybook Village - \$10,000

Celebration of the Hands - \$10,000

Partnership Opportunities

Additional Children's Week Florida™ Partnership opportunities include:

Statewide - \$5,000

Community - \$2,500








































Capitol - \$1,000

Non-Profit "One Voice" - \$500





























Featured Partnership Opportunities



	Media (\$25,000)	Advocacy Reception & Awards Ceremony (\$20,000)	Children's Day Events (\$20,000)	Storybook Village (\$10,000)	Celebration of the Hands (\$10,000)
Featured Partner benefits:					
Hosting press events and interview CWFL partners, public officials, and local events attendees					
Letter to the editor written on your behalf for release to major daily newspapers across the state (<i>print and/or online</i>)					
Opportunity to speak during Advocacy Reception & Awards Ceremony		 3-5 mins.			
Opportunity to speak during Children's Day Opening Ceremony	 3-5 mins.		 3-5 mins.		
Opportunity to speak during Storybook Village Welcoming Ceremony at the Capitol (<i>may include in-person and/or virtual activities</i>)				 2-3 mins.	
Opportunity to speak during Celebration of the Hands Dedication					 2-3 mins.
2-3 minutes company video or virtual ad (<i>content and images provided by partner - shared via CWFL social media platforms</i>)					
90 second company video or virtual ad (<i>content and images provided by partner - shared via CWFL social media platforms</i>)					
Opportunity to facilitate and host one virtual informational workshop and/or advocacy webinar through Children's Week platform (<i>partner to provide technical support, materials, and content for webinar</i>)					
Opportunity to provide dedicated e-mail sent to CWFL distribution list (<i>content and images provided by partner</i>)	 2 e-mails	 2 e-mails	 2 e-mails	 1 e-mail	 1 e-mail
Complimentary tickets to CWFL Advocacy Reception & Awards Ceremony	 14 tickets	 12 tickets	 12 tickets	 10 tickets	 10 tickets
Name/logo with brand recognition in CWFL e-mail communications / distributions	 5 e-mails	 4 e-mails	 4 e-mails	 2 e-mails	 2 e-mails
Name/logo with brand recognition on CWFL posts on social media platforms	 8 posts	 6 posts	 6 posts	 4 posts	 4 posts

Featured Partnership Opportunities



	Media (\$25,000)	Advocacy Reception & Awards Ceremony (\$20,000)	Children's Day Events (\$20,000)	Storybook Village (\$10,000)	Celebration of the Hands (\$10,000)
Featured Partner benefits:					
Name/logo with brand recognition on statewide media advertisements (ex. radio, television, and/or newspaper)					
Name/logo with brand recognition on all promotional materials (ex. website, programs, signage, tote bags, etc.)					
One-time access to e-mail addresses from CWFL participant list (not including those who "opt-out" of shared contact information)					
Two guaranteed booth locations during CWFL events: Mon, Jan. 31 - Fri, Feb. 4, 2022 (20 x 10 booth in the Capitol Courtyard & 6 ft. table inside the Capitol Rotunda)					
Opportunity to distribute custom-branded giveaways at CWFL events					

IMPORTANT NOTES:






































- ❖ All in-person events or large gatherings are contingent upon health and safety guidelines at the time of the Children's Week Florida™ event.
- ❖ Featured Partnerships ensure maximum brand recognition, exposure, and visibility. Generally, there is one Partner for each category identified above. For the collaborative events (Children's Day and Storybook Village)*, there may be up to three Featured Partners.
- ❖ CWFL social media platforms include: Facebook, Twitter, Instagram, and YouTube

*Determined on a case-by-case basis. Please contact the CWFL Team for more information.



Partnership Opportunities



	Statewide (\$5,000)	Community (\$2,500)	Capitol (\$1,000)	Non-Profit / One Voice (\$500)
60 second company video or virtual ad (content and images provided by partner - shared via CWFL social media platforms)				
30 second company video or virtual ad (content and images provided by partner - shared via CWFL social media platforms)				
Name/logo with brand recognition in CWFL e-mail communications / distributions	 2 e-mails	 1 e-mail	 1 e-mail	
Inclusion on "pre-registration" group e-mail or social media post of all CWFL Partners				
Name/logo with brand recognition on CWFL posts on social media platforms	 3 posts	 2 posts	 1 post	
Complimentary tickets to CWFL Advocacy Reception & Awards Ceremony	 8 tickets	 6 tickets	 4 tickets	 2 tickets
Inclusion on "thank you" group e-mail or social media post of all CWFL Partners				
Name/logo with brand recognition on all promotional materials (ex. website, programs, signage, bags, etc.)				
Name/logo with brand recognition on statewide media advertisements (ex. radio, television, and/or newspaper)				
Guaranteed booth location during Children's Day events: Tues, Feb. 1 (10 x 10 booth in the Capitol Courtyard)	 2x booths: Courtyard & Rotunda			
Opportunity to distribute custom-branded giveaways at CWFL events				

IMPORTANT NOTES:

- ❖ All in-person events or large gatherings are contingent upon health and safety guidelines at the time of the Children's Week Florida™ event.
- ❖ CWFL social media platforms include: Facebook, Twitter, Instagram, and YouTube

2022 Partner Registration Form

IMPORTANT NOTE: Children's Week Florida™ and the Children's Forum maintain the right to review any and all donations, partnerships, and/or opportunities with due diligence in an effort to provide meaningful advocacy opportunities in support of children, youth, and families. Any organizations or individuals who may be deemed in conflict with the goals or mission of Children's Week Florida™ or the Children's Forum, or who pose potential reputational harm to either, may not be accepted.

Partner Organization Details & Contact Information:

Organization Name: _____

Organization Address: _____

Website: _____

Social Media:
(list all page handle names that apply for your organization)

Facebook: @ _____ Instagram: @ _____

Twitter: @ _____ YouTube: @ _____

Contact Person: _____

Contact Phone Number: _____

Contact Email Address: _____

Partner Support Levels		
	Media Partner	\$25,000
	Advocacy Reception & Awards Ceremony	\$20,000
	Children's Day Events	\$20,000
	Storybook Village	\$10,000
	Celebration of the Hands	\$10,000
	Statewide	\$5,000
	Community	\$2,500
	Capitol	\$1,000
	Non-Profit / One Voice	\$500

Signature: _____ **Date:** _____

By signing and submitting this form, I (and my organization) agree to a commitment and partnership with Children's Week Florida™ for the 2022 event year. I understand that there are no refunds, returns, or cancellations – no exceptions. This submission also serves as my/my organization's Image Use Agreement in which I understand and acknowledge that any photographs, digital images, or videos taken by event organizers during the Children's Week Florida™ event may be shared on Children's Week Florida™ / Children's Forum websites, promotions, social media, newsletters, event programs, or other publications.

Payment included Send invoice to e-mail provided

- To ensure maximum exposure for advertisements and inclusion on promotional materials, complete and return Partnership Registration Form by **Friday, November 12, 2021**
- All Contributions to Children's Week Florida™ / Children's Forum are tax deductible to the fullest extent of the law.
- All promotions are based on space and availability

Mail Partnership Registration Form to:

Children's Week Florida
 c/o Children's Forum
 1211 Governors Square Blvd, Suite 200
 Tallahassee, FL 32301

If you have any questions, please contact the Children's Week Florida™ Team at 850-487-6300 or info@childrensweek.org.



info@childrensweek.org
850-487-6300
childrensweek.org

Children's Week Florida™ c/o Children's Forum is recognized as tax exempt under section 501(c)(3) of the Internal Revenue Code. Contributions are tax deductible to the fullest extent of the law.

A copy of the official registration and financial information for Children's Forum, Inc. (#CH-2257) may be obtained from the Division of Consumer Services by visiting their website at www.FloridaConsumerHelp.com or calling toll-free 1-800-432-7352, within the state of Florida. Registration does not imply endorsement, approval, or recommendation by the state.