



30th Annual Children's Week Florida™

PARTNERSHIP PACKET



2025 Children's Week Florida™ Partners



**Show your support in strengthening Florida's families and communities
by becoming a Children's Week Florida™ partner for our 2025 event!**

We are excited to host the **30th Annual Children's Week Florida™ event, April 13-18, 2025**, at the State Capitol, and hope you will join us as a partner! During this special week of celebration, we come together with our partners to host a variety of engaging, advocacy-focused events and activities, that allow us to speak as **One Voice** on behalf of our state's young children, teens, and families.

Children's Week Florida™ is a year-round initiative supported by non-profit, corporate, government, and philanthropic organizations like yours. It is also the largest state event that celebrates and honors a commitment to Florida's youngest citizens and the advocates who fight on their behalf. Each year, Children's Week Florida™ is made possible through the collaborative efforts of its partners and volunteers across the state.

Our mission and focus are on elevating the diverse needs of Florida's children and teens to our state leaders while highlighting the efforts and achievements of these young individuals. A key objective of Children's Week Florida™ is to build common frameworks of policy knowledge and a better understanding of issues facing Florida's children, teens, and families.

During the 2025 celebration, partners will have the opportunity to meet with thousands of attendees, including legislators, public officials, policy makers, child and teen advocates, non-profit organizations, community and business leaders, teachers, students, families, and more. Partners will also be promoted on various Children's Week Florida™ digital platforms and in print, allowing them to reach a wide audience and network of consumers around the state.

Your partnership and investment will help **deliver the message that every child in Florida deserves to be healthy, ready to learn, and equipped to achieve their full potential.**

We hope you will consider becoming part of our collective network and join us for next year's Children's Week Florida™. Thank you in advance for your support!



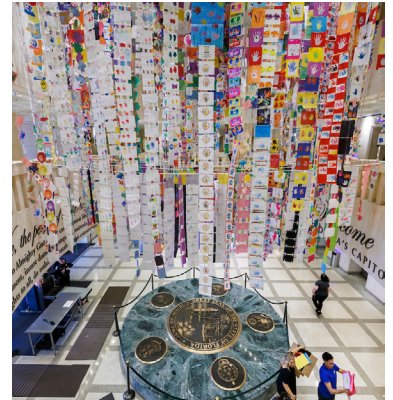
Children's Week Florida™

2025 Events & Activities

Celebration of the Hands

April 13 - April 18

Each year, young children, teens, teachers, families, legislators, and advocates create thousands of pieces of original hand artwork which are proudly displayed inside the Rotunda at the State Capitol. These beautiful works of art serve as a daily reminder to all visitors that the future of Florida's children and teens rests in our hands.



Advocacy Dinner & Awards Ceremony*

April 14

Attendees at this special evening affair will hear from inspirational speakers, enjoy live entertainment, and have networking opportunities during the reception and cocktail hour.

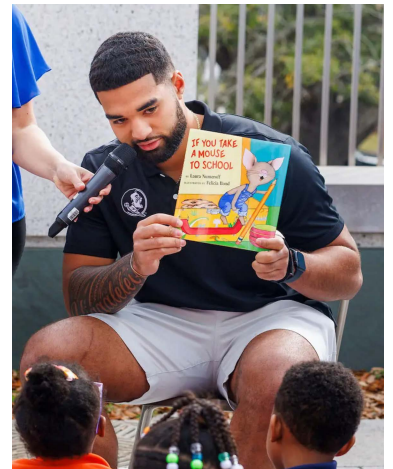
This signature annual event will conclude with the presentation of the 2025 Youth, Impact, and Chiles Advocate Award winners. These awards acknowledge and honor the dedicated efforts of the recipients who work in their local communities and beyond as advocates for young children, teens, and families.



Children's Day & Storybook Village

April 15

Join Children's Week Florida™ and our network of partners at the Capitol for a fun-filled day offering endless interactive and educational activities. There will be a complimentary breakfast AND lunch in the Capitol Courtyard, books brought to life in Storybook Village, a quieter and unique ability friendly space in Storybook Garden, a statewide press conference on the steps of the Historic Capitol, and more. Partners will have the opportunity to meet and share resources with attendees of all ages, including families with young children, teachers, students, state agency leadership, and other advocates.



Early Learning Leadership Breakfast & Award Ceremony*

April 16

Breakfast attendees will have the opportunity to connect with other advocates and community leaders within the early learning space. With the support of **Florida's Early Learning Consortium**, we will also present the 2025 Early Learning Leadership Award to an outstanding individual and early childhood expert for their contributions to the field.



Children's Week Florida™

2025 Events & Activities

Teen Day*

April 16

We are excited to work alongside **FloridaAfter School, Inc.**, who invites middle and high school students to participate in their very own day at the Capitol!

This teen enrichment event will kick off with a Welcome Reception on Monday, April 14 and includes a variety of educational, networking, and volunteer opportunities Tuesday, April 15 and Wednesday, April 16. Space is limited for this event, so do not delay when registration opens!



Thoughtful Thursday

April 17

Attendees across the state are invited to join us virtually to participate in informational and interactive sessions.

Our Thoughtful Thursday webinars will be presented by several of our Children's Week Florida™ partners and advocates. Stay tuned for future announcements of our virtual sessions!



| Sunday | Monday | Tuesday |
|--|--|---|
| April 13 Celebration of the Hands Set-up & Dedication | April 14 Advocacy Dinner & Awards Ceremony | April 15 Children's Day & Storybook Village |
| Wednesday | Thursday | Friday |
| April 16 Teen Day & Early Learning Leadership Breakfast & Award Ceremony | April 17 Thoughtful Thursday (virtual) | April 18 End of CWFL 2025! 😊 |

Celebration of the Hands, Children's Day & Storybook Village events, and Teen Day will take place at the State Capitol.



2025 Partnership Benefits



As a Children's Week Florida™ partner, you will have various opportunities to promote your organization's brand, products, and services. This can help you expand your network, attract wider audiences, and increase traffic to your website and social media platforms.

In addition to increasing your organization's presence, becoming a Children's Week Florida™ partner can also provide positive public relations opportunities, as potential consumers see that your business or organization has an established footprint and is making a difference in local communities and beyond.

The following Children's Week Florida™ partnership levels are intended to accommodate budgets of all sizes. There are also a limited number of **Featured Partnerships**, which offer exclusive visibility for specific Children's Week Florida™ events and activities. We hope you and your organization pledge a commitment and join next year's initiative.

Please contact the Children's Week Florida™ Planning Team at 850-487-6300 or info@childrensworld.org if you have any questions.

Featured Partnerships

Advocacy Dinner & Awards Ceremony - \$25,000

Media & Press Conference - \$20,000

Children's Day Events - \$15,000

Storybook Village - \$10,000

Celebration of the Hands - \$10,000

Teen Day Events - \$7,500

Storybook Village Garden - \$7,500

2025 Partnerships

Statewide - \$5,000

Community - \$2,500

Capitol - \$1,000 One

Voice - \$500

All activities and events held on State Capitol grounds are subject to abide by Capitol Complex Guidelines which are issued by the Department of Management Services (DMS). This may include parking, utilities, equipment, on-site materials, and appropriate uses of the space.

All promotional opportunities based on space and availability.



2025 Featured Partners



ADVOCACY DINNER & AWARDS CEREMONY

\$25,000

With your pledge and commitment as the **2025 Advocacy Dinner & Awards Ceremony Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:

- Exclusive opportunity to speak during the **2025 Advocacy Dinner and Awards Ceremony** on Monday, April 14 (10-12 minutes on Main Stage during Dinner Program. Partner will also introduce and present the award to our 2025 Youth Advocate recipient.)
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™ Advocacy Awards**
- Opportunity to provide two dedicated e-mails sent to the CWFL distribution list. One e-mail will be sent in the months leading up to the **2025 Children's Week Florida™** event. The second e-mail will be sent in the month following the event (content and images provided by partner OR highlight as Featured Partner in CWFL-branded e-mail)
- Two tables with preferred seating at our annual Advocacy Dinner & Awards Ceremony on Monday, April 14 (one table = 8 seats)
- One-time access to the CWFL participant e-mail distribution list (excluding those who opt out of shared contact information)
- Two guaranteed booth locations during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15 (booths consist of one 20" x 10" space outside in the Capitol Courtyard for interactive activities AND one 10" x 10" space inside the Capitol Rotunda for informational purposes)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (2 e-mails)
 - CWFL social media posts (6 posts)
 - CWFL social media video for Advocacy Dinner & Awards Ceremony (1 video reel)
 - Statewide media advertisements (e.g., radio, television, and/or newspaper)
 - Promotional materials (e.g., website, signage, etc.)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events

2025 Featured Partners (cont.)



MEDIA & PRESS CONFERENCE

\$20,000

With your pledge and commitment as the **2025 Media & Press Conference Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:

- Exclusive opportunity to speak alongside community and state leadership during the **2025 Children's Week Florida™ Statewide Press Conference** held on the steps of Florida's Historic Capitol during the **Children's Day & Storybook Village events** on Tuesday, April 15 (5-8 minutes on Main Stage)
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™** events and activities
- Opportunity to facilitate one informational workshop or advocacy webinar for our Thoughtful Thursday virtual event on Thursday, April 17 (content provided by partner)
- Opportunity to provide two dedicated e-mails sent to the CWFL distribution list. One e-mail will be sent in the months leading up to the **2025 Children's Week Florida™** event. The second e-mail will be sent in the month following the event (content and images provided by partner OR highlighted as Featured Partner in CWFL-branded e-mail)
- Two tables with preferred seating for our annual **Children's Dinner & Awards Ceremony** on Monday, April 14 (one table = 8 seats)
- One-time access to the CWFL participant e-mail distribution list (excluding those who opt out of shared contact information)
- Two guaranteed booth locations during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15 (booths consist of one 20" x 10" space outside in the Capitol Courtyard for interactive activities AND one 10" x 10" space inside the Capitol Rotunda for informational purposes)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (2 e-mails)
 - CWFL social media posts (6 posts)
 - Statewide media advertisements (e.g., radio, television, and/or newspaper)
 - Promotional materials (e.g., website, signage, etc.)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events

2025 Featured Partners (cont.)

CHILDREN'S DAY EVENTS

\$15,000

With your pledge and commitment as the **2025 Children's Day Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:

- Opportunity to welcome attendees, share opening announcements, and speak during the **2025 Children's Day & Storybook Village** events on Tuesday, April 15 (**15 minutes on Main Stage**)
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™** events and activities during **Children's Day & Storybook Village**
- Opportunity to provide one dedicated e-mail sent to the CWFL distribution. This e-mail will be sent in the month leading up to the **2025 Children's Week Florida™** event (**content and images provided by partner OR highlighted as Featured Partner in CWFL-branded e-mail**)
- One table with preferred seating at our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14 (**one table = 8 seats**)
- One-time access to the CWFL participant e-mail distribution list (**excluding those who opt out of shared contact information**)
- Two guaranteed booth locations for **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15 (**booths consist of one 20" x 10" space outside in Capitol Courtyard for interactive activities AND one 10" x 10" space inside Capitol Rotunda for informational purposes**)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (**1 e-mail**)
 - CWFL social media posts (**5 posts**)
 - Statewide media advertisements (**e.g., radio, television, and/or newspaper**)
 - Promotional materials (**e.g., website, signage, etc.**)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events



2025 Featured Partners (cont.)



STORYBOOK VILLAGE

\$10,000

With your pledge and commitment as the **2025 Storybook Village Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:

- Opportunity to announce official opening of our annual **Storybook Village** and speak during the **2025 Children's Day & Storybook Village** events on Tuesday, April 15 (**10 minutes on Main Stage**)
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™** events and activities during **Children's Day & Storybook Village**
- Opportunity to provide one dedicated e-mail sent to the CWFL distribution list in the month leading up to the **2025 Children's Week Florida™** event (**content and images provided by partner OR highlighted as Featured Partner in CWFL-branded e-mail**)
- One table with preferred seating at our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14 (**one table = 8 seats**)
- One-time access to the CWFL participant e-mail distribution list (**excluding those who opt out of shared contact information**)
- Two guaranteed booth locations during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15 (**booths consist of one 20" x 10" space outside in the Capitol Courtyard for interactive activities AND one 10" x 10" space inside the Capitol Rotunda for informational purposes**)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (**1 e-mail**)
 - CWFL social media posts (**4 posts**)
 - Statewide media advertisements (**e.g., radio, television, and/or newspaper**)
 - Promotional materials (**e.g., website, signage, etc.**)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events

2025 Featured Partners (cont.)



CELEBRATION OF THE HANDS

\$10,000

With your pledge and commitment as the **2025 Celebration of the Hands Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:

- Opportunity to provide dedication of the annual **Celebration of the Hands** on Sunday, April 13 (**5 minutes**) AND speak during the **2025 Children's Day & Storybook Village** events on Tuesday, April 15 (**10 minutes on Main Stage**)
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™** and its **Celebration of the Hands** event
- Opportunity to provide one dedicated e-mail sent to the CWFL distribution list in the month leading up to the 2025 Children's Week Florida™ event (**content and images provided by partner OR mention as Featured Partner in CWFL-branded e-mail**)
- One table with preferred seating at our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14 (**one table = 8 seats**)
- One-time access to the CWFL participant e-mail distribution list (**excluding those who opt out of shared contact information**)
- Two guaranteed booth locations during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15 (**booths consist of one 20" x 10" space outside in the Capitol Courtyard for interactive activities AND one 10" x 10" space inside the Capitol Rotunda for informational purposes**)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (**1 e-mail**)
 - CWFL social media posts (**4 posts**)
 - Statewide media advertisements (e.g., radio, television, and/or newspaper)
 - Promotional materials (e.g., website, signage, etc.)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events

**2025 Partner
Confirmed!**

2025 Featured Partners (cont.)

TEEN DAY EVENTS

\$7,500

With your pledge and commitment as the **2025 Teen Day Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:

- Opportunity to speak at, facilitate, and/or participate in a variety of teen enrichment activities, from Monday, April 14 to Wednesday, April 16. These opportunities will be focused on participating middle and high school aged students and teens
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™** teen-focused events
- Opportunity to provide one dedicated e-mail sent to the CWFL distribution list in the month leading up to the **2025 Children's Week Florida™** event (content and images provided by partner OR mention as Featured Partner in CWFL-branded e-mail)
- One table with preferred seating at our Annual Advocacy Dinner & Awards Ceremony on Monday, April 14 (one table = 8 seats)
- One-time access to the CWFL participant e-mail distribution list (excluding those who opt out of shared contact information)
- Two guaranteed booth locations during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15 (booths consist of one 20" x 10" space outside in Capitol Courtyard for interactive activities AND one 10" x 10" space inside Capitol Rotunda for informational purposes)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (1 e-mail)
 - CWFL social media posts (4 posts)
 - Statewide media advertisements (e.g., radio, television, and/or newspaper)
 - Promotional materials (e.g., website, signage, etc.)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events



2025 Featured Partners (cont.)

STORYBOOK GARDEN

\$7,500

"With your pledge and commitment as the **2025 Storybook Garden Featured Partner**, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families. Benefits for this Featured Partner level include:"

- Opportunity to speak and participate in the Grand Opening and Ribbon Cutting Ceremony of Storybook Garden on Tuesday, April 15 alongside the Speaker of the House (5-8 minutes)
- Inclusion in a written press release and/or media advisory of **2025 Children's Week Florida™** events and activities during **Children's Day & Storybook Village**
- Opportunity to provide one dedicated e-mail sent to the CWFL distribution list in the month leading up to the **2025 Children's Week Florida™** event (content and images provided by partner OR mention as Featured Partner in CWFL-branded e-mail)
- One table with preferred seating at our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14 (one table = 8 seats)
- One-time access to the CWFL participant e-mail distribution list (excluding those who opt out of shared contact information)
- Two guaranteed booth locations during our 2025 Children's Day & Storybook Village events and activities on Tuesday, April 15 (booths consist of one 20" x 10" space outside in Storybook Village/Storybook Garden for interactive activities AND one 10" x 10" space inside Capitol Rotunda for informational purposes)
- Inclusion of name/logo with brand recognition in:
 - CWFL e-mail communications (1 e-mail)
 - CWFL social media posts (4 posts)
 - Statewide media advertisements (e.g., radio, television, and/or newspaper)
 - Promotional materials (e.g., website, signage, etc.)
- Opportunity to distribute your organization's custom-branded giveaways at CWFL events



 **Children's
WEEK**
Because Every Child Matters

2025 Partnership Opportunities



As a Children’s Week Florida™ partner, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida’s young children, teens, and families.

Benefits for each partner level are listed below.

STATEWIDE

\$5,000

- Opportunity to provide one dedicated e-mail sent to CWFL distribution list during the 2025 calendar year (content and images provided by partner OR mention as Statewide Partner in CWFL-branded e-mail)
- Five tickets to our annual Advocacy Dinner & Awards Ceremony on Monday, April 14
- One guaranteed booth location during our **2025 Children’s Day & Storybook Village** events and activities on Tuesday, April 15
 - Partners will have the opportunity to distribute their custom-branded giveaways at this event (booth consists of one 10” x 10” space, either inside the Capitol Rotunda for informational purposes OR outside in the Capitol Courtyard for interactive activities)
- Inclusion of name/logo with brand recognition in/on:
 - CWFL e-mail communications (1 group e-mail listing all Statewide Partners)
 - CWFL social media posts (3 posts)
 - Promotional materials (e.g., website, signage, etc.)

COMMUNITY

\$2,500

- Four tickets to our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14
- One guaranteed booth location during our **2025 Children’s Day & Storybook Village** events and activities on Tuesday, April 15
 - Partners will have the opportunity to distribute their custom-branded giveaways at this event (booth consists of one 10” x 10” space, either inside the Capitol Rotunda for informational purposes OR outside in the Capitol Courtyard for interactive activities)
- Inclusion of name/logo with brand recognition in/on:
 - CWFL social media posts (2 posts)
 - Promotional materials (e.g., website, signage, etc.)

2025 Partnership Opportunities (cont.)



As a Children's Week Florida™ partner, you can help us speak loud and clear as **One Voice** in support of important advocacy and legislative issues affecting Florida's young children, teens, and families.

Benefits for each partner level are listed below.

CAPITOL

\$1,000

- Three tickets to our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14
- One guaranteed booth location during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15
 - Partners will have the opportunity to distribute their custom-branded giveaways at this event (booth consists of one 10" x 10" space, either inside the Capitol Rotunda for informational purposes OR outside in the Capitol Courtyard for interactive activities)
- Inclusion of name/logo with brand recognition in/on:
 - CWFL social media post (1 post)
 - Promotional materials (e.g., website, signage, etc.)

ONE VOICE

\$500

- Two tickets to our annual **Advocacy Dinner & Awards Ceremony** on Monday, April 14
- One guaranteed booth location during our **2025 Children's Day & Storybook Village** events and activities on Tuesday, April 15
 - Partners will have the opportunity to distribute their custom-branded giveaways at this event (booth consists of one 10" x 10" space, either inside the Capitol Rotunda for informational purposes OR outside in the Capitol Courtyard for interactive activities)
- Inclusion of name/logo with brand recognition in/on:
 - A CWFL social media post (included in group "thank you" post listing One Voice Partners)
 - Promotional materials (e.g., website, signage, etc.)

2025 Partner Registration Form

PARTNER ORGANIZATION DETAILS:

Organization Name:

Mailing Address:

Website:

Social Media:

Facebook:

Instagram:

CONTACT INFORMATION:

Contact Person:*

Contact Phone Number:

Contact E-mail Address:

*This individual will be the Point of Contact (POC) and will receive all Children's Week Florida™ partner related communications, including the invitation to the informational Partner Call. You may list up to 3 POC's. Include e-mail address for each POC. A phone number is required for at least one individual.

Please complete all form fields and select one partnership level below

| | | |
|---|----------------------------------|--|
| Advocacy Dinner & Awards Ceremony (\$25,000) | Teen Day Events (\$7,500) | Storybook Garden (\$7,500) |
| Media & Press Conference (\$20,000) | Statewide (\$5,000) | IMPORTANT NOTE: In an effort to provide meaningful advocacy opportunities in support of children, teens, and families, 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. 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. |
| Children's Day Events (\$15,000) | Community (\$2,500) | |
| Storybook Village (\$10,000) | Capitol (\$1,000) | |
| Celebration of the Hands (\$10,000) | 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 2025 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 CWFL events and activities may be shared on both CWFL and Children's Forum websites, promotions, social media, newsletters, event programs, or other print/digital means.

Your Children's Day Preferred Booth Location

Courtyard - Outside

Rotunda - Inside

Your selection will be used for planning purposes. It is not confirmation of your final booth location.

All activities and events held on State Capitol grounds are subject to abide by Capitol Complex Guidelines issued by the Department of Management Services (DMS). This may include parking, utilities, equipment, on-site materials, and appropriate uses of the space.

To ensure inclusion on advertisements and promotional materials, Partner Registration Forms must be submitted by **Friday, March 14, 2025**.

Mail Completed Partner Registration Form to:

Children's Week Florida™
1650 Summit Lake Drive, Suite 210
Tallahassee, FL 32317

Or you can complete your partner registration online at childrensweek.org

**Invoices will be emailed to the POCs after registration forms are received and reviewed.*



850-487-6300



childrensworld.org



info@childrensworld.org



Organizing Partner



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.