

Children's
WEEK



One Voice
for Children

The 24th Annual
Children's Week
Partnership Packet

March 24 - 29, 2019



United Way of Florida



24th Annual Children's Week

Join us in strengthening Florida's families by sharing a commitment to improve our communities through events and outreach efforts aimed at promoting the health, safety, and well-being of our children.

For the past 24 years, Children's Week has increased in scope and impact thanks to the support of our generous sponsors. What was once as a grassroots event, Children's Week has now grown to include more than 130 different nonprofit, corporate, government, and philanthropic organizations.

Children's Week brings together more than 5,000 children, parents, advocates, teachers, and communities to the Florida Capitol each year to celebrate children and families and highlight the critical issues they face. The event seeks to educate and elevate the diverse needs of Florida's children to our state's leaders.

In 2018, Children's Week supported more than 60 community events and activities that took place all across the state of Florida. These local events are an important aspect in increasing statewide visibility and exposure for the needs of children in their communities.

The success of Children's Week is largely due to the collaboration with local and statewide organizations that come together under "One Voice" to support children and family issues and share information on a wide range of programs and services.

Join us this year as these thousands of attendees take part in what has become the largest annual event of its kind taking place at the Capitol. Partnerships with leading corporations, foundations, and nonprofit organizations are necessary for the continued success and growth of Children's Week. These valuable partnerships ensure that children and families have the opportunity, and the platform, to have their voices heard at the state Capitol.

Work together with the United Way of Florida and more than 130 statewide partners who are working together to improve the lives of Florida's children and families by partnering with Children's Week in 2019!



2019 Schedule of Events

Children's Week Community Events and Activities *January through April*

Children's Week will host hundreds of free events and activities in communities from Pensacola to Key West. Local elected officials and families come together to participate in local forums, reading events, arts and crafts fairs, and other fun, free, and educational events. These events highlight the health, safety, and well-being of Florida's children and families.

Hanging of the Hands *Sunday, March 24*

Tens of thousands of children and their teachers across the state of Florida will create custom hand art to be hung to create an amazing art display throughout the State Capitol Rotunda. The hands remain in the Capitol Rotunda for an entire week to serve as a reminder to legislators and advocates that we must take care of our most precious resource: our children.

Children's Week Award's Dinner and Reception *Monday, March 25*

The 2019 dinner is held at the FSU University Center Club and brings together more than 400 Children's Week partners, advocates, and statewide organizations that dedicate their lives to working on behalf of children. Enjoy an evening of great speakers, networking, and entertainment. The winner of the 2019 Chiles Advocacy Award is announced at the dinner.

Children's Capitol for a Day *Tuesday, March 26*

The State Capitol Rotunda and courtyard are transformed into the "Children's Capitol for a Day" as more than 5,000 children, parents, teachers, advocates, community leaders, and policy makers gather for a day of educational, interactive events and activities at the Capitol.

- **Storybook Village:** Children's Week partners and volunteers create a "village" of interactive reading booths for children to explore that features stories and characters from their favorite books.
- **Capitol Tours:** Attendees learn about the history of the State Capitol, the legislative process, and meet with their local legislators in a fun and informative atmosphere.
- **Children's Week Breakfast:** Provides a healthy breakfast to thousands of children, parents, teachers, policy makers, business leaders, and advocates.
- **Children's Week Luncheon:** Provides a healthy lunch to thousands of children, parents, teachers, policy makers, business leaders, and advocates.
- **Press Conference and Hanging of the Hands Dedication:** Dedicates the children's hand artwork display to the 2019 Florida Legislature.
- **Teens Town Hall Meeting:** Features an interactive discussion on youth-related topics, filmed and broadcast live on *The Florida Channel* with leaders from the *YMCA Youth in Government* and the *Florida Children and Youth Cabinet*.
- **Youth Advocacy Workshop:** This fun and interactive workshop is for students of all ages who want to learn about how they can make a difference in their community. Created by youth for youth and hosted by *The Children's Trust*.

Exclusive Partnership Benefits

Exclusive Partnerships:

Primary, Media, Storybook Village, Dinner & Reception,
State Capitol Luncheon, and State Capitol Breakfast

Become a Children's Week exclusive partner to receive exclusive benefits at each level and each of the following Exclusive Partnership Benefits:

- (3) Guaranteed Preferred Booth locations - 20x10 location in the State Capitol Courtyard on Tuesday, March 26; 6 ft table inside the Capitol Rotunda from Sunday, March 24 to Friday, March 29; and a 10x10 location in the State Capitol Courtyard on Tuesday, March 26.
- Exclusive name/logo recognition on all promotional materials, including banner ad on our website home page, signage, shirts, letterhead, press releases, fliers, courtyard diagram, dinner program, etc.
- Exclusive name/logo recognition in all statewide advertisements, including newspaper, TV, radio, magazines, and billboards, some featuring celebrity spokespersons.
- A featured blog post on the Children's Week website.
- Promotions and brand alignment via Children's Week social media channels.
- Minimum of 10 tickets to the Awards Dinner and Reception.
- Opportunity to participate in Children's Week planning committees and collaborate with hundreds of leading statewide Children's Week Partners.
- Members of your organization receive subscriptions to United Way of Florida One Voice and Children's Week e-newsletters providing updated information and breaking news regarding important issues regarding children and families.



Primary Partner - \$75,000 (Exclusive)

Provides primary and exclusive name/logo recognition on all local and statewide Children's Week events and activities. Ensures brand recognition with statewide leaders and provides opportunity to align your image with the United Way of Florida and more than 130 leading businesses and organizations throughout Florida.

- Children's Week logo redesigned to incorporate Primary Partner company logo, as "Children's Week Presented by....".
- Primary/exclusive home page takeover of Children's Week website.
- Primary/exclusive name/logo recognition as "Children's Week Presented by..." on all promotional materials including statewide advertisements, signage at event and letterhead.
- Primary/exclusive name/logo recognition at Children's Week local and statewide events and activities.
- Primary/exclusive opportunity to speak during the Children's Week Awards Dinner and Reception.
- Primary/exclusive opportunity to speak at official Children's Week Press Conference and host custom press events during Children's Week.
- Primary/exclusive opportunity for President/CEO to author op-ed article for release to all major daily newspapers across the state promoting "Children's Week Presented By....".
- Primary/exclusive opportunity to invite thousands of parents, teachers and children to join us at local events and at the State Capitol for "Children's Week Presented by...".
- (2) VIP tables for 10 to the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom branded give away items for all local events and to attendees at the State Capitol.
- Exclusive opportunity to host a booth at local events and activities taking place across the state.
- All Children's Week T-shirts provided to attendees printed with "Children's Week Presented by..." on the front of the shirt.
- Exclusive opportunity to create a custom interactive booth or activity at the State Capitol, including the options of electricity, tents, trailers, etc.
- Exclusive opportunity to customize benefits and activities to suit goals and objectives.

Media Partner - \$50,000 (Exclusive)

Provides guaranteed statewide media exposure and visibility, and the opportunity to align your image with the United Way of Florida and more than 130 leading businesses and organizations throughout Florida. Exclusive media industry partnerships ensure maximum exposure and recognition through media outlets statewide.

- Exclusive name/logo recognition as Media Partner on all promotional materials including statewide advertisements, signage at the event and letterhead.
- Exclusive opportunity and access to host press events and interview Children's Week Partners and elected officials.
- Exclusive opportunity to promote Children's Week activities to thousands of parents, teachers and children across the state.
- (1) VIP table for (10) to the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom branded give away items for all local events and to attendees at the State Capitol.
- Exclusive opportunity to create a custom interactive booth or media activity at the State Capitol, including the options of electricity, tents, trailers, vans, etc.
- Exclusive opportunity to host a booth at local events and activities taking place across the state.
- Exclusive opportunity to customize benefits and activities to suit goals and objectives.



Dinner & Reception - \$25,000 (Exclusive)

Provides exclusive partnership with United Way of Florida to bring together and recognize more than 400 statewide leaders, advocates and policy makers that dedicate their lives to children's issues. Hosted at the FSU University Club, partnership ensures brand recognition and provides the opportunity to be recognized as a statewide leader in collaborating with United Way of Florida and more than 130 leading businesses and organizations throughout Florida.

- Exclusive name/logo recognition as “Awards Dinner & Reception Partner” on all promotional materials including statewide advertisements and signage at the event.
- Exclusive name/logos recognition as “Awards Dinner & Reception Partner” on dinner invitation, program, and website.
- Exclusive opportunity for CEO to speak and showcase company with promotional video during the Awards Dinner & Reception program.
- Exclusive opportunity for President/CEO to author op-ed article for release to all major daily newspapers across the state promoting “Awards Dinner & Reception by...”.
- Exclusive opportunity to invite more than 400 statewide leaders to join us for the Awards Dinner & Reception.
- (1) VIP table for (10) to the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom branded give-a-way items during the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom benefits, menu, program and activities to suit goals and objectives.



Storybook Village - \$20,000 (Exclusive)

Provides exclusive name/logo recognition as the Storybook Village Partner of Children's Week. Provides more than 1,500 free books to children at the State Capitol and creates a "village" of interactive reading booths for young children to explore. Storybook Village features storytelling booths, arts and crafts and costumed characters from your favorite children's books. Dozens of local Storybook Village events are planned in communities across the state. Partnership ensures earned and paid recognition with statewide and local media, policy makers, business leaders, parents, teachers and children.

- Exclusive name/logo recognition as "Storybook Village Presented by..." on all promotional materials including statewide advertisements and signage at the event.
- Exclusive opportunity to host a booth at Storybook events and activities taking place across the state of Florida.
- Exclusive opportunity to speak during the official Storybook Village welcoming ceremony at the State Capitol.
- Exclusive opportunity to invite thousands of parents, teachers and children to join us for Storybook Village events taking place across the state and at the State Capitol.
- Exclusive opportunity to distribute custom branded give away items to Storybook events taking place statewide and to attendees at the State Capitol.
- Exclusive opportunity for President/CEO to author op-ed article for release to all major daily newspapers across the state promoting "Storybook Village Presented By..."
- 8 VIP tickets to the Awards Dinner & Reception
- Opportunity to create a custom interactive booth or activity at the State Capitol, including the options of electricity, tents, trailers, vans, etc.
- Exclusive opportunity to customize benefits and activities to suit goals and objectives.



State Capitol Luncheon - \$15,000 (Exclusive)

Provides exclusive partnership to provide healthy lunch and refreshments to 5,000 children, teachers and parents traveling to the State Capitol for Children's Week. Ensures brand recognition with policy makers, business leaders, parents, teachers and children and the opportunity to be recognized as a statewide leader in collaborating with United Way of Florida and more than 130 leading businesses and organizations throughout Florida.

- Exclusive name/logo recognition as "State Capitol Luncheon Partner" on all promotional materials including statewide advertisements and signage at the event.
- Exclusive name/logo recognition as "State Capitol Luncheon Partner" on luncheon invitation, program, and website.
- Exclusive opportunity to invite thousands of children, teachers, and families to join us for a complimentary lunch at the State Capitol.
- Exclusive opportunity for President/CEO to author op-ed article for release to all major daily newspapers across the state promoting "State Capitol Lunch Presented By..."
- 8 VIP tickets to the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom branded give-a-way items and coupons to all attendees at the State Capital Luncheon.
- Exclusive opportunity to customize benefits, menu, packaging, program and activities to suit goals and objectives.



State Capitol Breakfast - \$10,000 (Exclusive)

Provides exclusive partnership to provide healthy breakfast and refreshments to 5,000 children, teachers and parents traveling to the State Capitol for Children's Week. Ensures brand recognition with policy makers, business leaders, parents, teachers and children and the opportunity to be recognized as a statewide leader in collaborating with United Way of Florida and more than 130 leading businesses and organizations throughout Florida.

- Exclusive name/logo recognition as "State Capitol Breakfast Partner" on all promotional materials including statewide advertisements and signage at the event.
- Exclusive name/logo recognition as "State Capitol Breakfast Partner" on invitation, website, and program.
- Exclusive opportunity to invite thousands of children, teachers, and families to join us for a complimentary breakfast at the State Capitol.
- Exclusive opportunity for President/CEO to author op-ed article for release to all major daily newspapers across the state promoting "State Capitol Breakfast Presented By..."
- 8 VIP tickets to the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom branded items and coupons to all attendees at the State Capital Breakfast.
- Exclusive opportunity to customize benefits, menu, packaging, program and activities to suit goals and objectives.



Hanging of the Hands - \$10,000 (Exclusive)

Provides exclusive partnership with children, teachers and advocates across the state to collect and hang thousands of brightly colored children's hand art in the State Capitol Rotunda. Ensures brand recognition with policy makers, business leaders, parents, teachers and children and the opportunity to be recognized as a statewide leader in collaborating with United Way of Florida and more than 130 leading businesses and organizations throughout Florida.

- Exclusive name/logo recognition as “Hanging of the Hands Partner” on all promotional materials including statewide advertisements and signage at the event.
- Exclusive name/logo recognition as “Hanging of the Hands Partner” on signage, program, and website.
- Exclusive opportunity for President/CEO to author op-ed article for release to all major daily newspapers across the state promoting “Hanging of the Hands presented by...”
- Exclusive opportunity for President/CEO to participate in news interviews with statewide media regarding the Hanging of the Hands at the State Capitol.
- Exclusive opportunity to invite parents, teachers, and children across the state to join together and design children's hand art to hang in the State Capitol Rotunda.
- 8 VIP tickets to the Awards Dinner & Reception.
- Exclusive opportunity to distribute custom branded give-away items and materials to all attendees at the State Capitol.
- Opportunity to create a custom interactive booth or activity at the State Capitol, including the options of electricity, tents, trailers, vans, etc.
- Exclusive opportunity to customize benefits and activities to suit goals and objectives.



Standard Partnership Benefits

Standard Partnerships:
Statewide, Community, Capitol, and Nonprofit “One Voice”

Become a Children’s Week Partner to receive unique benefits at each level including each of the following Standard Partnership Benefits:

- 10x10 booth location in Storybook Village in the Capitol Courtyard on Tuesday, March 26.
- Name recognition and link to company site on Children’s Week website.
- Opportunity to promote organization’s services through social media networking on www.twitter.com/childrensweek and www.facebook.com/flchildrensweek.
- Opportunity to participate in Children’s Week planning committees and to collaborate with hundreds of leading statewide Children’s Week Partners.
- Members of your organization receive subscriptions to United Way of Florida One Voice and Children’s Week e-newsletters providing updated information and breaking news regarding important issues regarding children and families.



Statewide - \$5,000

Provides opportunity for statewide businesses and nonprofit organizations to receive increased statewide visibility and be recognized as a statewide leader in collaborating with United Way of Florida and more than 130 leading businesses and organizations.

- Exclusive name recognition in statewide advertisements including TV, radio, newspaper, and billboards.
- Exclusive opportunity to host a booth at local events taking place across the state.
- Opportunity to create a customer interactive booth or activity at the State Capitol, including the options of electricity, tents, trailers, vans, etc.
- (2) Preferred booth locations at the State Capitol - 20x10 location in the Capitol Courtyard on Tuesday, March 26; and 6 ft. table inside the Capitol Rotunda from Sunday, March 24 to Friday, March 29.
- Opportunity to create a custom interactive booth or activity at the State Capitol, including the options of electricity, tents, trailers, vans, etc.
- (6) VIP tickets to the Awards Dinner & Reception.
- Prominent name/logo recognition as a Statewide Partner on promotional materials including statewide flier, website, signage, t-shirts, programs, courtyard diagram, etc.

Community - \$2,500

Provides businesses and organizations guaranteed visibility and booth space at the State Capitol, along with additional statewide promotions and advertising, and the opportunity to be recognized as a statewide leader in collaborating with United Way of Florida and more than 130 leading businesses and organizations.

- Exclusive opportunity to host a booth at preferred local events across the state.
- Opportunity to distribute custom branded give away items at preferred local events across the state and at the State Capitol.
- (2) Preferred booth locations at the State Capitol - 10x10 location in the Capitol Courtyard on Tuesday, March 26; and 6 ft. table inside the Capitol Rotunda from Sunday, March 24 to Friday, March 29.
- Opportunity to customize your booth experience at the State Capitol with a unique activity and optional electricity.
- (4) VIP tickets to the Awards Dinner & Reception.
- Name/logo recognition as Community Partner on promotional materials including website, signage, t-shirts, programs and courtyard diagram, etc.

Capitol - \$1,000

Provides businesses and organizations with exposure and visibility at the State Capitol along with the opportunity to work together with United Way of Florida and more than 130 leading businesses and organizations.

- (1) Guaranteed booth location at the State Capitol - Choice of a 10x10 location in the Capitol Courtyard on Tuesday, March 26, or 6 ft. table inside the Capitol Rotunda from Sunday, March 24 to Friday, March 29.
- (2) VIP tickets to the Awards Dinner & Reception.
- Name recognition as Capitol Partner on promotional materials including website, signage, t-shirts, program and courtyard diagram, etc.



Nonprofit "One Voice" - \$500

Provides nonprofit organizations with exposure and visibility at the State Capital. Nonprofit "One Voice" partners are the backbone of Children's Week and work together with United Way of Florida and more than 130 leading businesses and organizations across the state to promote important children's issues.

- (1) Guaranteed 10x10 booth location at State Capitol Courtyard on Tuesday, March 26.
- Opportunity to purchase VIP tickets to the Awards Dinner & Reception.
- Name recognition as Non-Profit "One Voice" Partner on promotional materials including website, signage, t-shirts, program and courtyard diagram, etc.

2019 Children's Week Partnership Form

For more information or special requests, please contact:

Liz Koehler
Children's Week Statewide Coordinator

liz@childrensweek.org

Office: (850) 222-3868 / Cell: (850) 566-2058

- **Register and submit payment online at www.childrensweek.org**

• If you cannot register online, please send back the form below with payment. Make checks payable and mail to: United Way of Florida
307-B E. 7th St., Tallahassee, FL 32303

Contact Information:

Organization Name: _____

Organization Address: _____

Contact Name: _____

Phone: _____ Email: _____

Signature: _____

Partnership Support Level:

| | | | |
|----------------------------------|----------|-----------------------------------|----------|
| • Primary Partner | \$75,000 | • State Capitol Breakfast Partner | \$10,000 |
| • Media Partner | \$50,000 | • Statewide Partner | \$5,000 |
| • Dinner/Reception Partner | \$25,000 | • Community Partner | \$2,500 |
| • Storybook Village Partner | \$20,000 | • Capitol Partner | \$1,000 |
| • State Capitol Luncheon Partner | \$15,000 | • Nonprofit "One Voice" Partner | \$500 |
| • Hanging of the Hands Partner | \$10,000 | | |
| | | Total: \$ | _____ |

Please Note:

- Please complete partnership registration or mail this form and payment by November 1, 2018, to ensure maximum exposure on all advertisements and promotions.
- In-kind donations (advertising, supplies, etc.) can substitute for cash at every sponsor level.
- All promotions are based on space and availability and we are willing to customize benefits and partnership as needed. Please contact the Statewide Coordinator for more details.
- All contributions to the United Way of Florida are tax deductible to the fullest extent of the law.
- *No refunds, returns, or cancellations. All sales are final, no exceptions.*



One Voice for Children

United Way of Florida

307-B E. 7th Ave.

Tallahassee, FL 32303

info@childrensweek.org

Brought to you by:



United Way of Florida

Produced by:



United Way of Florida 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 (#CH13689) and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352, within the state.

Registration does not imply endorsement, approval, or recommendation by the state.