



# 2011 Grown-Ups Ball

*Tuesday's Child's 30<sup>th</sup> Anniversary Party*

## Sponsorship Proposal

**Grown-Ups Ball**

October 22, 2011

6:30-7:30 - VIP Reception

7:30- 10:30 - Main Event

Mercedes-Benz of Chicago

*North Ave. & the Kennedy*

**Sponsorship Contact:**

Brandon M. Combs

Executive Director

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# Executive Summary



Tuesday's Child's *Grown-Ups Ball: 30<sup>th</sup> Anniversary Party* is an exciting fundraiser designed to increase revenue for our comprehensive program, which helps children and parents across Chicago get the support they need. The fundraiser is networking-oriented with delicious food served small-plate style, a selection of alcoholic and non-alcoholic beverages and live music. There is also a VIP reception to start, with drinks and appetizers. A short program features a video that shows the direct impact our program has on our clients. By supporting this event, your company will have an opportunity to reach over 1,000 of Tuesday's Child's closest supporters, which include business, nonprofit and young professionals.



## Agency Introduction



Tuesday's Child helps families establish and maintain strong, positive relationships with their children from the earliest stages and helps children, especially those at risk for failure, to enter school ready to learn. This is achieved through a unique model where both the parent and the child simultaneously receive services from Tuesday's Child. Our Parent Training model prepares parents to deal with a number of difficult situations and successfully manage them while the Child Center reinforces parenting techniques and develops children for the future. In addition, the agency provides other services our children often need, such as speech and occupational therapy.

Tuesday's Child was founded in 1980 at Children's Memorial Hospital. Today, the agency is widely recognized as one of Chicago's premier parenting and child development resources. In 1994, the American Psychological Association recognized Tuesday's Child for having a model program in child and family health. In 2006, the agency was acknowledged for excellence in serving communities by SBC/AT&T and was also the recipient of the 2006 Community Excellence Award by the Nuestro Futuro Philanthropic Initiative.

Join us in making a difference in the lives of families across Chicago by sponsoring the 2011 Grown-Ups Ball.



## Grown-Ups Ball: Tuesday's Child's 30<sup>th</sup> Anniversary



The Grown-Ups Ball will be the 30<sup>th</sup> such event since the founding of Tuesday's Child. **This longevity exemplifies Tuesday's Child's programmatic success by impressing new donors with efficiency, frugality and, most important, results.**

The event not only provides guests with atmosphere, delicious hors d'oeuvres, live music and a selection of fine wine and beer; but also with real-life stories of the lives Tuesday's Child touches everyday through a professional video and firsthand accounts of families. In addition, the organization's founders will be honored for their years of service and tremendous effort. These stories are presented in a unique way that maximizes guests' opportunity to network with friends, colleagues and others, resulting in an enjoyable experience while informing attendees of the important work they are supporting.

Sponsoring the event will provide you a number of benefits – but especially the opportunity to reach out to over 175 event attendees and over 1,000 supporters of Tuesday's Child. This audience has a deep investment in the welfare of children, often their own. The captive audience provided by the event presents a number of unique opportunities to reach a new and dedicated market.

Your sponsorship will not be the only source of revenue at the event. The Grown-Ups Ball is designed to offer guests a variety of donation opportunities from before the event to during and after. Sponsorships and raffle and event ticket sales will provide 50% of the event income. However, at the event, donors are offered the option of purchasing live and silent auction items, purchasing items directly for Tuesday's Child's clients at our unique "Gift Shop," playing carnival games and offering general support. After the event, the agency continues to accept gifts and requests donors to assist in obtaining matching gifts from their employers.

The 2011 Grown-Ups Ball will be held on Saturday, October 22<sup>nd</sup>, at Mercedes Benz of Chicago at North Ave. and the Kennedy. The VIP reception will begin at 6:30 PM, followed by the Main Event at 7:30 and end at approximately 10:30 PM.



# Sponsorship Benefits



Tuesday's Child provides sponsors with tangible benefits that will assist your business in reaching new audiences. If the following sponsorship levels and/or benefits do not work for you or you have other ideas, please contact us, and we can discuss a personalized sponsorship for you!

## **\$10,000 Esteemed Sponsor**

- Live mentions from emcee at the event
- Full-page, black & white ad in program booklet
- Inclusion in all media releases
- Prominent signage at the event
- Logo included on all event mailings
- Ad on rotating slideshow
- 25 VIP event tickets\*
- 25 Raffle tickets
- Business name, logo and link on Tuesday's Child website
- Recognition in program booklet
- Opportunity for table tents or place settings at the event

## **\$2,500 Cherished Sponsor**

- ¼-page ad in program booklet
- Inclusion in all media releases
- Prominent signage at the event
- Logo included on all event mailings
- Ad on rotating slideshow
- 8 VIP event tickets\*
- 8 Raffle tickets
- Business name, logo and link on Tuesday's Child website
- Recognition in program booklet

## **In-Kind Donation**

- Recognition in program booklet
- Sponsorship if value exceeds \$1,000

## **\$5,000 Distinguished Sponsor**

- Live mentions from emcee at the event
- Half-page ad in program booklet
- Inclusion in all media releases
- Prominent signage at the event
- Logo included on all event mailings
- Ad on rotating slideshow
- 12 VIP event tickets\*
- 12 Raffle tickets
- Business name, logo and link on Tuesday's Child website
- Recognition in program booklet

## **\$1,000 Treasured Sponsor**

- ¼-page ad in program booklet
- 4 VIP event tickets\*
- 4 Raffle tickets
- Business name, logo and link on Tuesday's Child website
- Recognition in program booklet

## **\$500 Valued Sponsor**

- 2 VIP event tickets\*
- 2 Raffle tickets
- Business name and link on Tuesday's Child website
- Recognition in program booklet

\*VIP includes VIP reception and reserved seating

# Sponsorship & In-Kind Donation Form



Thank you for supporting Tuesday's Child's Grown-Ups Ball. With your support the event will be a huge success. Please complete the following form and send it back to the address or fax number below with the appropriate donation.

Company: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Print name as you wish it listed in Program Book: \_\_\_\_\_

## **Sponsorship**

- \$10,000 – Esteemed       \$5,000 – Distinguished       \$2,500 – Cherished  
 \$1,000 – Treasured       \$500 – Valued

## **Ad Book**

- Full Page Ad - \$200  
(7.5" x 4.5")       Half-Page Ad - \$100  
(3.5" x 4.5")       ¼ Page Ad - \$50  
(3.5" x 2")

*Purchase an ad by May 31, 2011 and receive a complimentary link to your website on the Grown-Ups Ball website.*

## **In-Kind Donation**

In-Kind Item: \_\_\_\_\_

Estimated Value: \$ \_\_\_\_\_  My In-Kind Donation qualifies for a sponsorship.

## **TOTAL CASH DONATION**

Total: \$ \_\_\_\_\_

Please return the completed form and ads or ad text/logos:

by fax to: (773) 282-5358

by mail to: Tuesday's Child, ATTN: Grown-Ups Ball, 4028 W. Irving Park Rd, Chicago, IL 60641

by email to: [bmcombs@tuesdayschildchicago.org](mailto:bmcombs@tuesdayschildchicago.org)

For more information call Brandon Combs, Executive Director, at (773) 282-5274.

*Contributions may be tax-deductible, please consult your tax advisor. Tax ID #36-3309262.*