

# SHATTER THE **Stigma** GALA

FEBRUARY 25, 2023

## SPONSORSHIP OPPORTUNITIES



**Shattering the stigma by starting conversations.**

Learn more at [kidinthecorner.org](https://www.kidinthecorner.org) | Follow Us @[@kidinthecornerorg](https://www.kidinthecorner.org)

Kid in the Corner is a 501(c)(3) nonprofit organization. (EIN: 82-3129345)

## DEAR COMMUNITY SUPPORTERS,

At Kid in the Corner, we value each and every donation we receive from our supporters and we appreciate you for taking the time to consider joining Kid in the Corner on our mission to shatter the stigma that surrounds mental illness. This cause is so important to us, and the strides we have made so far wouldn't have been possible without community supporters like you.

Throughout the pandemic, fundraising has proven to be more challenging than ever, but our organization is growing and the need for our programming is rapidly increasing. This year we are pleased to announce our second annual Shatter the Stigma Gala. This in-person event with virtual components will be extremely impactful and we want you to be a part of it!

In the following pages, you will find more information regarding the event and how you can help ensure its success. There are several levels of sponsorships available and each is necessary for the success of this engaging and entertaining virtual event and campaign. We need your support as much as the kids need ours!

Past donations have allowed us to work diligently to reach kids and provide them with the tools and resources they need to reach out to each other, to be aware of and take care of their own mental health, and to be a safe and caring person that others can open up to. This approach, known as the Penny Pledge, is how we are creating impactful change in response to the growing number of suicides that inundate our youth. Our program is working but we need your help to ensure that we can continue to change lives!

Our once, exclusively in-school programming, has recently been adapted to meet the needs of today's environment. Whether students are involved in distance learning, are in the classroom, or in a hybrid situation, it is more important than ever that we continue to deliver our effective programming to meet the mental health needs of today's youth.

As we begin this school year with a new normal in the wake of COVID-19, we are gearing up to be in more school districts, youth communities, and workplaces. Opportunities to normalize and process feelings are an integral part to moving forward and to a successful school year. Mental health awareness and suicide prevention among our youth are more critical than ever!

Please take a moment to review this packet and consider a sponsorship to help save lives!

With Gratitude,



**Francine Sumner**

Founder & CEO, **Kid in the Corner**

"The dialogue that Francine's presentation started is so valuable for both our students and community. We are so grateful to Kid in the Corner for helping us to talk with our kids about these tough topics. In our goal to serve our students in a whole and complete way, we know that preventative presentations, like Kid in the Corner's, are an integral piece." - *School Counselor at Desert Shadows Middle School*

## Kid in the Corner's Second Annual **Shatter the Stigma Gala**

# SHATTER THE **Stigma** GALA

FEBRUARY 25, 2023

In person event: **Saturday, February 25, 2023, at 5:00 PM MST**

Kid in the Corner's second annual Shatter the Stigma Gala will be an evening filled with delicious food, signature drinks, entertainment by nationally known ventriliquist Chuck Field, and more.



To start the evening, join us for a cocktail reception with live music on the patio.

A delectable dinner in the ballroom will follow with awards, testimonials, and presentations by students and other honored guests.



Following dinner prepare to be entertained with ventriliquist Chuck Field and his "right hand man" Ziggy!



The night will end with a coffee and dessert. A silent auction and other fun activities will also take place throughout the evening. It will be an evening you won't forget!

### About Kid in the Corner

Kid in the Corner is a 501(c)(3) nonprofit organization that is dedicated to shattering the stigma that surrounds mental illness by helping kids, teens and young adults feel connected to and supported by the community as well as find a path to hope and positivity. Learn more at [kidinthecorner.org](https://www.kidinthecorner.org).

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor

**Investment: \$5,000**

Includes:

- Logo on website
- 2 page fold ad in program
- Opportunity to speak at event
- Table of 8 at event
- Opportunity to have company collateral at each table
- Include company name in all press
- Opportunity for donor testimonial video
- Social media shout outs
- Recognition from stage

Customizable. Tables seated towards front of stage.



REQUEST DEADLINE: 12/31/22

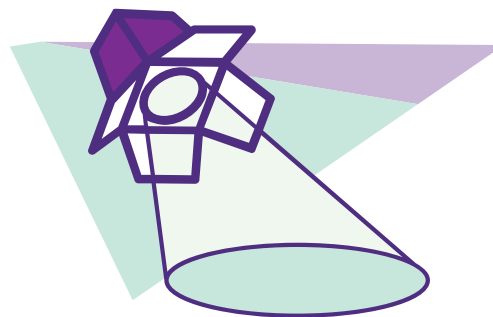
### Show Sponsor

**Investment: \$3,000**

Includes:

- Logo on website
- Full page ad in program
- Opportunity to introduce ventriloquist Chuck Field
- Table of 8 at event
- Social media shout outs
- Recognition from stage

Customizable. Tables seated towards front of stage.



REQUEST DEADLINE: 12/31/22

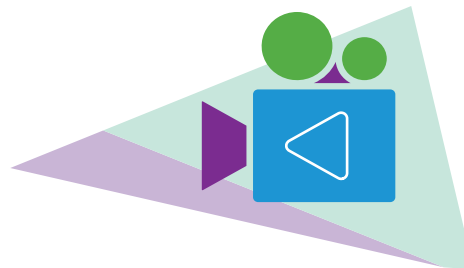
### Impact Video Sponsor

**Investment: \$2,500**

Includes:

- Opportunity to introduce the Impact Video
- Table of 8 at event
- Opportunity for donor testimonial video
- Social Media Shout outs
- Recognition from stage

Customizable. Tables seated towards front of stage



REQUEST DEADLINE: 12/31/22

## SPONSORSHIP OPPORTUNITIES

### Cocktail Hour Sponsor

**Investment: \$2,000**

Includes:

- Logo on website
- 1/2 page ad in program
- Signage at cocktail hour
- Signature drink named after company
- Table of 8 at event
- Social media shout outs
- Recognition from stage

Customizable. Tables seated towards front of stage.



REQUEST DEADLINE: 12/31/22

### Dessert Hour Sponsor

**Investment: \$2,000**

Includes:

- Logo on website
- 1/2 page ad in program
- Signage at dessert hour
- Table of 8 at event
- Social media shout outs
- Recognition from stage

Customizable. Tables seated towards front of stage



REQUEST DEADLINE: 12/31/22

### Silent Auction Sponsor

**Investment: \$1,000**

Includes:

- Logo on website
- 1/4 page ad in program
- Signage at silent auction
- Table of 8 at event

Customizable. Tables seated towards front of stage.



REQUEST DEADLINE: 12/31/22

## SPONSORSHIP OPPORTUNITIES

### Impact Award Sponsor

**Investment: \$1,000**

Includes:

- Logo on website
- ¼ page ad in program
- Announcement of sponsorship at award hour
- Table of 8 at event

Customizable. Tables seated towards front of stage.



REQUEST DEADLINE: 12/31/22

### Table Sponsorship

**Investment: \$800**

Includes:

- Logo/name recognition in program
- Table of 8 at event seated together

Customizable. Tables seated towards front of stage.



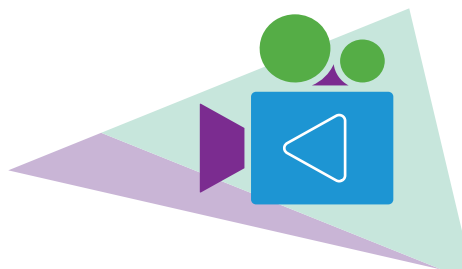
REQUEST DEADLINE: 12/31/22

### Video Testimonial Spot

**Investment: \$500**

Includes:

- 30 second in person company tribute to Kid in the Corner
- Full rights to use externally



REQUEST DEADLINE: 12/31/22



## SPONSORSHIP REQUEST FORM

Name/Company \_\_\_\_\_ Today's Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Website URL \_\_\_\_\_

Social Media ( for Kid in the Corner's event promotional content )

 facebook.com/ \_\_\_\_\_  Instagram @ \_\_\_\_\_

### We are interested in sponsoring Kid in the Corner's Shatter the Stigma at the following level:

- ☐ **Presenting Sponsor \$5,000** - Request due by December 31, 2022
- ☐ **Show Sponsor \$3,000** - Request due by December 31, 2022
- ☐ **Impact Video Sponsor \$2,500** - Request due by December 31, 2022
- ☐ **Cocktail Sponsor \$2,000** - Request due by December 31, 2022
- ☐ **Dessert Sponsor \$2,000** - Request due by December 31, 2022
- ☐ **Raffle Sponsor \$1,000** - Request due by December 31, 2022
- ☐ **Award Sponsor \$1,000** - Request due by December 31, 2022
- ☐ **Table Sponsor \$800** - Request due by December 31, 2022

Please submit your completed request form by the due dates listed above to our Director of Community Outreach, Kathy Hoffman at [k.hoffman@kidinthecorner.org](mailto:k.hoffman@kidinthecorner.org).

Upon receipt of your sponsorship request form, sponsors will be contacted by our Director of Community Outreach with payment information and detailed specs, guidelines and deliverable due dates for all marketing and promotional materials. All sponsor-supplied artwork is subject to Kid in the Corner approval.

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## SPONSORSHIP ARTWORK SPECS & DEADLINES

### COMPANY LOGO

**Deadline: December 31, 2022**

FILE FORMATS: hi-res gif, jpeg or png

COMPANY WEBSITE: One (1) URL to be hyperlinked on Kid in the Corner emails and website

*Please allow 5 business days for sponsor updates to be made on Kid in the Corner's website.*

### SOCIAL MEDIA POST

**Deadline: December 31, 2022**

SIZE: 1080px (w) x 1080px (h)

FILE FORMATS: jpeg or png

SOCIAL MEDIA HANDLES: Company's Facebook page handle to be used in post caption on Kid in the Corner's Facebook page

COMPANY WEBSITE: One (1) URL to be used in sponsored social media post caption on Kid in the Corner's Facebook page

### VIDEO COMMERCIAL

**Deadline: December 31, 2022**

SIZE: 16:9 or 1920px (w) x 1080px (h)

LENGTH: :15 - :30 seconds

FILE FORMATS: .mp4 or .mov

All sponsorship artwork deliverables must be submitted via email to [l.laspisa@kidinthecorner.org](mailto:l.laspisa@kidinthecorner.org)



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## EVENT PROGRAM AD SPECS

**Deadline for Program Ads: February 18th by 6:00PM**

**Send ad artwork to: [L.laspisa@kidinthecorner.org](mailto:L.laspisa@kidinthecorner.org)**

Ads need to be in a high res format (PDF, EPS, JPEG)

Logos need to be in high res format (PDF, EPS, 300dpi JPEG, TIFF, AI)

### AD Dimensions:

#### Full Page Ad:

5.375"w x 8.5"h

.125" bleed  
around all sides

#### Half Page Ad:

5.375"w x 4.25"h

.125" bleed  
around all sides

#### Quarter Page Ad:

2.6875"w x 4.25"h

.125" bleed  
around all sides

All sponsorship artwork deliverables must be submitted via email to [L.laspisa@kidinthecorner.org](mailto:L.laspisa@kidinthecorner.org)



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