



SPONSORSHIP OPPORTUNITIES 2024

children's
development
academy



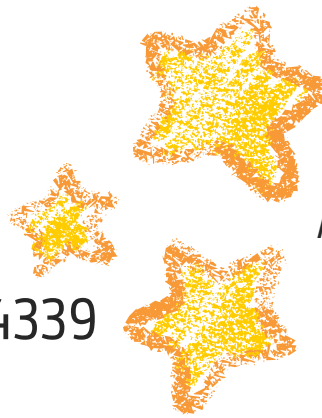
Best Start.
Brightest Future.
Every Child.

ABOUT US

The Children's Development Academy (CDA) is a nonprofit preschool providing high-quality learning programs to children whose families otherwise couldn't afford it. We serve 200+ children each year, ages 1 through Pre-K from north metro-Atlanta. The CDA prepares children for success in school and in life while enabling hardworking parents to maintain full-time employment to support their families. Funds raised through sponsorships support the general operations of the CDA and directly support our mission.



89 Grove Way
Roswell, GA 30075
cdakids.org ☎ 770-992-4339



MISSION

Affording ALL Children in our community high-quality early education.

CONTACTS

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MAY 4, 2024 REID BARN, CUMMING

The annual Down Home Derby raises vital funding to support the CDA's mission of affording all children in our community high-quality early education.

SPONSORSHIP LEVELS

Title Sponsor: \$25,000

(Exclusive)

Tickets

- Two Reserved Tables of 8 (16 tickets)

Logo Placement

- Logo on event signage, event webpage and on front cover of the event program
- Full-page ad in event program
- Logo printed on table signs
- Logo printed on the party favor card that all guests receive
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases, with the option to include a quote
- Four featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of five additional social media posts

Additional Benefits

- One-year naming opportunity of one of the CDA's classrooms
- One group volunteer activity at the CDA
- Verbal recognition at the event



Exclusive Benefits at the Event

- Opportunity to speak from the podium
- Opportunity to set up a table or product display
- Express check-in for you and your guests and a personal concierge to welcome your group

SPONSORSHIP LEVELS, CONTINUED...

Presenting Sponsor: \$15,000

(industry exclusive)

Tickets

- Two Reserved Tables of 8 (16 tickets)

Logo Placement

- Logo on event signage, event webpage and on front cover of the event program
- Logo printed on the party favor card that all guests receive
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases, with the option to include a quote
- Three featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of four additional social media posts

Additional Benefits

- One-year naming opportunity of one of the CDA's classrooms
- One group volunteer activity at the CDA
- Verbal recognition at the event



Grade Level Sponsor: \$10,000

(industry exclusive)

Tickets

- One Reserved Table of 8 (8 tickets)

Logo Placement

- Logo on event signage, event webpage, and in the event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of three additional social media posts

Additional Benefits

- One-year naming opportunity of one of the CDA's classrooms
- One group volunteer activity at the CDA
- Verbal recognition at the event

SPONSORSHIP LEVELS, CONTINUED...

Classroom Level Sponsor: \$5,000

Tickets

- 4 tickets to the event

Logo Placement

- Logo on event signage, event webpage, and in the event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Mentioned in pre and post-event press releases about the event
- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of two additional social media posts

Additional Benefits

- Verbal recognition at the event



CDA Family: \$2,500

Tickets

- 2 Tickets to the event

Logo Placement

- Logo on event signage, event webpage, and in event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in one additional social media post

Additional Benefits

- Verbally recognized at the event

CDA Friends: \$1,500

Tickets

- 2 Tickets to the event

Name Placement

- Name on event webpage and in event program
- Name featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Social Media

- Mentioned in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)

Additional Benefits

- Verbally recognized at the event

SPONSORSHIP LEVELS, CONTINUED...

Specialty Sponsors - \$750:

Dance 'Til You Drop

Sponsor the live band so you can dance the night away!

Place Your Bets



Sponsor the betting buckets where hopeful guests will bet on their favorite horse to win, place or show!

Feed Me a Carrot

Sponsor a station for guests to visit Reid Barn's horses and feed them a carrot.

Find the Aces

Sponsor this fun party game where guests have a chance to win a fabulous bottle of wine or spirits!

Golden Ticket

Sponsor our raffle where Golden Tickets will be drawn for a chance to win a fantastic trip!

The Big Picture

All eyes will be on our big screen TV's for the running of the 150th Kentucky Derby.



Specialty Sponsor Benefits:

- Name in the event program and on the event webpage
- Sponsor name featured in monthly e-newsletters (audience 3,000+)
- Logo on "sponsored by" signage at the sponsored activity
- Logo with hyperlink on Partner Page on the CDA website



Welcome Walkway Sponsors - \$500

Benefits:

- Name on the event webpage
- Logo on Welcome Walkway signage at the event
- Logo with hyperlink on Partner Page on the CDA website





OCTOBER 5, 2024
89 GROVE WAY

The grownups take over the playground for the CDA's annual fall fundraiser.

SPONSORSHIP LEVELS

Stars: \$10,000

(industry exclusive)

Tickets

- 12 tickets to the event

Exclusive Benefits at the Event

- Opportunity to speak from the podium
- Opportunity to set up a table on the playground with marketing materials and giveaways during the event

Logo Placement

- Logo on event signage, event webpage and on front cover of the event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases, with the option to include a quote
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of four additional social media posts

Additional Benefits

- One-year naming opportunity on the playground
- One group volunteer activity at the CDA
- Verbal recognition at the event



Leaders: \$5,000

Tickets

- 8 tickets to the event

Logo Placement

- Logo on event signage, event webpage, and on the back cover of the event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Mentioned in pre and post-event press releases
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in two additional social media posts

Additional Benefits

- One-year naming opportunity on the playground
- One group volunteer activity at the CDA
- Verbal recognition at the event



SPONSORSHIP LEVELS, CONTINUED...



Explorers: \$2,500

Tickets

- 6 Tickets to the event

Logo Placement

- Logo on event signage, event webpage, and back cover of event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in two additional social media posts

Additional Benefits

- One year naming opportunity on the playground
- Verbally recognized at the event

Friends: \$1,000

Tickets

- 4 Tickets to the event

Name Placement

- Name on event signage, event webpage and back cover of event program
- Name featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Social Media

- Featured in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in one additional social media post

Additional Benefits

- Verbally recognized at the event



SPONSORSHIP LEVELS, CONTINUED...

Specialty Sponsors - \$500:

Play Me a Song
Sponsor our live musician!

Creation Station
Sponsor one of our activity stations on the playground featuring the fun games and art our kids enjoy at the CDA.

Welcome
Sponsor our Welcome area with bubbles and photos in Kiddie City.

The Big Picture
Sponsor our big screen, where all eyes will be during the Pep Rally.

Corn Hole
Sponsor our corn hole game on Mallard Field.

Light Up the Night
Sponsor the festive twinkling lights that make Party on our Playground such a magical evening.

Promenade
Be one of our Promenade Sponsors with featured signage along the central path.



Specialty Sponsor Benefits:

- 2 Tickets to the event
- Name on event webpage
- Mentioned in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Logo on "sponsored by" signage at the sponsored activity or location



Thank You & Brews

JUNE 13, 2024

Celebrate all CDA donors and volunteers at a casual evening honoring the impact of their gifts on the next generation.



Presenting Sponsor - \$2,500

- 10 tickets to the event
- Opportunity to speak at the event
- Logo on Welcome Banner
- Table signage with logo at the event
- Logo featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Verbally recognized at the event

Entertainment Sponsor - \$1,000

- Logo on Welcome Banner
- Logo featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)

SOLD

Food Sponsor

SOLD

- Logo on Welcome Banner
- Logo featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)



Giving Circles Breakfast

AUGUST 2024

Sponsor a special breakfast event exclusively for the CDA's most generous individual and corporate donors.

Presenting Sponsor - \$2,500

- 10 tickets to the event
- Opportunity to speak at the event
- Logo on Welcome Banner
- Table signage with logo at the event
- Logo featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Verbally recognized at the event

CDA SCHOOL PROGRAMS & EVENTS

2024



Sponsor a program in the CDA school and help support our mission of providing the highest quality early education to all children in our community!

March Literacy Night



March 21, 2024

- Exclusive volunteer opportunity for your organization
- Table signage with logo at the event
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter



Teacher Appreciation Week - \$2,500

April 29 - May 3, 2024

- Volunteer opportunity for your organization
- Logo featured on Teacher Appreciation Banner
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Two social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter

Muffins with Mom - \$500



May 9 - 10, 2024

- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)

Donuts with Dad - \$500

June 13 - 14, 2024

- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)



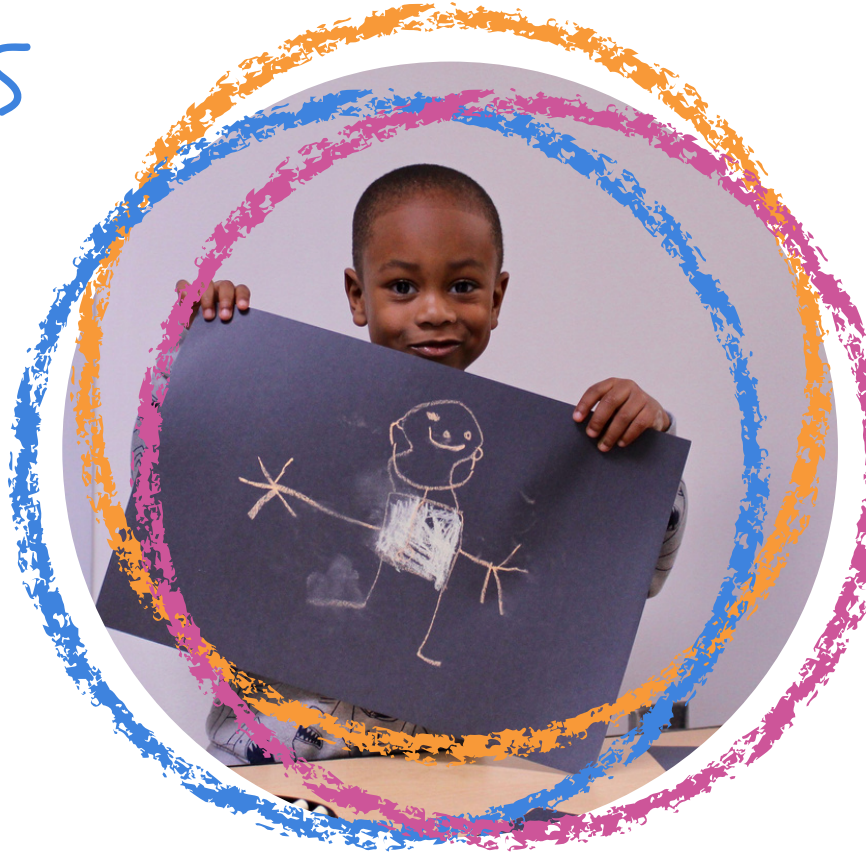
CDA SCHOOL PROGRAMS & EVENTS

Back to School Drive Sponsor

SOLD

July - August 2024

- Logo on a Back to School Banner at the School entrance
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Minimum of two social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in Parent Newsletter



Back to School Movie Night - \$1,000

August 2024

- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)



Grandparents Breakfast - \$1,000

September 2024

- Table signage with logo at the event
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter

October Literacy Night - \$1,500

October 2024

- Exclusive volunteer opportunity for your organization
- Table signage with logo at the event
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter

CDA SCHOOL PROGRAMS & EVENTS

Pumpkin Carving with Dad - \$500

October 2024

- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)



Thanksgiving Lunch - \$2,500

November 16 - 17, 2024

- Exclusive Volunteer opportunity for your organization
- Table signage with logo at the event
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter



Treasure Box Sponsor - \$1,000 (2 options)

- Fall/Winter
- Spring/Summer **SOLD**

Each week, children who participate in the CDA's weekly reading program get to choose a special prize from the Treasure Box!

- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter

GIVING TUESDAY

\$5,000 Giving Tuesday Matching Sponsor
deadline October 15, 2024



- Logo featured on back of CDA holiday cards mailed to all donors, volunteers and stakeholders
- Logo featured in three Giving Tuesday emails (audience 3,000+)
- Featured in December e-newsletter
- Mentioned in a minimum of 3 social media posts (audience 3,000+)
- Personalized group volunteer opportunity
- Logo with hyperlink on the Partner Page on the CDA website



SANTA SHOP DECEMBER 2024

Santa Shop- \$7,500

Each year, the CDA makes the holidays brighter for our community by hosting a Santa Shop that provides toys and bikes free of charge for our families.

- Exclusive volunteer opportunity for your organization
- Logo featured on signage at the event
- Featured in November and December monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Santa Shop and Partner Pages on the CDA website
- Three social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in parent newsletter



ONE YEAR SPONSORSHIP OPPORTUNITIES



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Kitchen Sponsor



The CDA food program provides a nutritious breakfast, lunch and snack to each child every day, helping to make sure they have everything they need to learn and grow.

- One-year naming opportunity with signage outside the kitchen in West Hall
- Exclusive volunteer opportunity for your organization
- Featured in monthly e-newsletter (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website
- Social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)



Newsletter Sponsor - \$5,000

- Logo with hyperlink prominently featured on e-newsletter every month for one year (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website



APPENDIX

Opportunities by Price

\$500

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- [Party on our Playground Specialty Sponsors - Page 7](#)
- [Muffins with Mom - Page 9](#)
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- [Pumpkin Carving with Dad - Page 11](#)

\$750

- [Down Home Derby Specialty Sponsors - Page 4](#)

\$1,000

- [Party on our Playground Friends Sponsor - Page 6](#)
- [Thank Yous and Brews Entertainment Sponsor - Page 8](#)
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\$1,500

- [Down Home Derby CDA Friends Sponsor - Page 3](#)
- [March Literacy Night - Page 9](#)
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\$2,500

- [Down Home Derby CDA Family - Page 3](#)
- [Party on our Playground Explorers - Page 6](#)

\$2,500, continued

- [Thank Yous and Brews Presenting Sponsor - Page 8](#)
- [Giving Circles Breakfast Presenting Sponsor - Page 8](#)
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\$5,000

- [Down Home Derby Classroom Level Sponsor - Page 3](#)
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\$7,500

- [Santa Shop - Page 12](#)

\$10,000

- [Down Home Derby Grade Level Sponsor - Page 2](#)
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\$15,000

- [Down Home Derby Presenting Sponsor - Page 2](#)

\$25,000

- [Down Home Derby Title Sponsor - Page 1](#)