Event Overview

The grown-ups are taking over the playground for the CDA's annual fundraiser: Party on our Playground. Stroll through the two-acre playground while sipping a signature drink, listening to music, enjoying tapas inspired by your childhood and learning more about the mission of the Children's Development Academy.

Tickets

Tickets are just $55 each and will go on sale in late August.

Date and Time

Saturday October 22, 2022 from 6-10pm.

Location

The award-winning 2-acre playground at the Children's Development Academy, 89 Grove Way, Roswell, GA 30075.

Sponsorships

Sponsorships range from $500-$15,000. A full list of sponsor benefits follow. Sign up early to maximize your sponsorship benefits. All sponsorships directly support the mission of the CDA! Contact Director of Advancement, Sheila Sillitto, at 770-992-4339 x205 or ssillitto@cdakids.org for more information.

Why Support the CDA?

Every year about 35% of Kindergarteners in North Fulton start school with no formal preschool. Research shows that early childhood development drives success in school and life. Yet, for most families the CDA serves, preschool is an unaffordable luxury. Our families typically have an average household income of just $27,000/year. That's why, with community support, the CDA applies generous scholarship amounts to its families on a sliding scale based on household size and income. Many children attend for free, those who do pay something, pay on average $75/week which includes 7am-6pm school hours, two nutritious meals and a daily snack. Additionally, the CDA operates in accordance with NAEYC's strict teacher to student ratios and hires experienced, well-educated teachers.

2022 Sponsorship Levels

Presenting – $15,000 (exclusive)

- Verbally recognized at the event
- Opportunity to speak from the podium during the event program.
- 1 year naming opportunity on the playground
- Opportunity to set up a table on the playground with marketing materials and giveaways during the event
- 1 group volunteer activity
- Logo on event signage
- Logo on event webpage
- Featured in pre and post press release about the event, with the option to include a quote in both releases.
- Logo on the front cover of program at the event
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of two additional social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor logo featured in monthly e-newsletters (audience 3,000+)
- Exclusive admittance to VIP reception 30 minutes before event begins
- 16 tickets to the event

Champions – $10,000 (industry exclusive)

- Verbally recognized at the event
- 1 year naming opportunity on the playground
- Opportunity to set up a table on the playground with marketing materials and giveaways during the event
- 1 group volunteer activity
- Logo on event signage
- Logo on event webpage
- Mentioned in pre and post press release about the event
- Logo on front cover of program at the event
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of two additional social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor logo featured in monthly e-newsletters (audience 3,000+)
- Exclusive admittance to VIP reception 30 minutes before event begins
- 10 tickets to the event

Explorers – $5,000

- Verbally recognized at the event
- 1 year naming opportunity on the playground
- Logo on event signage
- Logo on event webpage
- Mentioned in pre and post press release about the event
- Logo on back cover of program at the event
- Featured in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+) and mentioned in an additional social media post
- Sponsor name featured in monthly e-newsletters (audience 3,000+)
- 8 tickets to the event

Believers – $2,500

- Verbally recognized at the event
- 1 year naming opportunity on the playground
- Name on event signage
- Name on event webpage
- Name on back cover of program at the event
- Featured in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor name featured in monthly e-newsletters (audience 3,000+)
- 4 tickets to the event

Friends – $1,000

- Verbally recognized at the event
- Name on event webpage
- Name on back cover of program at the event
- Mentioned in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor name in monthly e-newsletters (audience 3,000+)
- 2 tickets to the event

Play Me a Song – $500 --SOLD

Help sponsor the cost of our live musician!

- Verbally recognized at the event
- Name in the program at the event
- Name on the event webpage
- Sign in front of the musician recognizing your sponsorship

Refresher Station – $500

Sponsor the one place that every guest will be sure to visit during the evening for a refresh!

- **Verbally recognized at the event**
- **Name in the program at the event**
- **Name on the event webpage**
- **Logo on a "sponsored by" sign in all bathrooms with complementary mints**

Creation Station – $500 -- SOLD

Sponsor one of our Activity Stations on the playground featuring the fun, games and art our kids get to enjoy here at the CDA!

- **Verbally recognized at the event**
- **Name in the program at the event**
- **Name on the event webpage**
- **Logo on a "sponsored by" sign in front of the activity station featuring educational activities from the CDA classrooms.**

Pop, Pop, Pop – $500

Sponsor our popcorn and bubbles area In Kiddie City, near event entrance!

- **Verbally recognized at the event**
- **Name in the program at the event**
- **Name on the event webpage**
- **Logo on a "sponsored by" sign in Kiddie City when guests enter.**

Sign up to sponsor the CDA's annual Party on our Playground by contacting Director of Advancement Sheila Sillitto at 770-992-4339 x205 or ssillitto@cdakids.org.