



## 2024 **Betsy Awards**

### Sponsorship Opportunities

Every year, **Connections for Children** hosts a fundraising event honoring early childhood champions. The **Betsy Awards** are named after nationally renowned early childhood pioneer Betsy Hiteshew who helped found Connections for Children in 1976. Betsy's early childhood advocacy and work has impacted thousands of children, parents, and educators nationwide. We are proud of our deep connection to Betsy and look forward to presenting this significant award to our honorees – past, present, and future.

**Sponsoring Connections for Children's annual Betsy Awards event will ensure the vital work we accomplish all year long will continue for today's families and tomorrow's leaders.**

**Connections for Children** invites you to sponsor our annual fundraiser to ensure that all children in our community have equitable access to the highest quality early care and education to achieve their full potential. Research shows that investments in high quality early childhood programs for disadvantaged children promote improved outcomes in education, health, and social behaviors as well as opportunities for success in adulthood.

#### EVENT

2024 *Connections for Children* Betsy Awards & Luncheon

#### WHEN

Sunday, April 28, 2024, 11:30 a.m. – 2:00 p.m.

#### WHERE

Santa Monica College Performing Arts Center East Wing  
@ The Broad Stage, Santa Monica

#### PROGRAM

The event includes honoree awards, luncheon, live music, and auction.

#### 2024 HONOREES TO BE ANNOUNCED

### Support work that matters.

For nearly 50 years, **Connections for Children** has been a trusted expert on early education and child care for the Westside and South Bay communities of Los Angeles County. We help thousands of parents each year find the solutions they need to support their families.

In 2023, Connections for Children continued to make a profound impact in the community by achieving the following milestones:

- Secured over \$15 million in financial aid for 2,100 low-income children to attend child care programs
- Assisted over 6,000 parents and caregivers with child care information and referrals
- Presented 700 hours of virtual training and coaching to early childhood educators
- Facilitated early learning playgroups for over 500 children and their caregivers
- Distributed \$1.8 million to child care providers via stipends, instructional materials, and supplies

Connections for Children is a 501(c)(3) Non-Profit Organization | Tax Identification Number: 01-0500427

[connectionsforchildren.org/betsy](https://connectionsforchildren.org/betsy)



# 2024 Betsy Awards

## Sponsorship Levels & Benefits



### Presenting Sponsor

**\$10,000**

*Provides 1:1 coaching services to 50 child care providers each month*

- Inclusion in press release, newsletter, and social media highlighting the event
- Prominent company logo displayed and recognition in all event materials\*
- Prominent company logo displayed on agency website homepage (through 12/31/24)
- Brand recognition during the awards program
- Inclusion of branded materials in attendee gift bags (materials provided by sponsor)
- Premier reserved table for ten (10) guests\*\*
- Reserved VIP parking for five (5) vehicles

### Platinum Sponsor

**\$5,000**

*Gives enhanced child care referrals to 30 families*

- Inclusion in newsletter highlighting the event (distribution: 4,500+ subscribers)
- Company logo displayed and recognition in all event materials\*
- Company logo displayed on agency website (through 09/30/24)
- Brand recognition during the awards program
- Inclusion of branded materials in attendee gift bags (materials provided by sponsor)
- Reserved table for ten (10) guests\*\*

### Gold Sponsor

**\$2,500**

*Funds one professional development training for 25 child care providers*

- Company logo and recognition in invitation and event signage
- Company logo displayed on agency website (through 07/31/24)
- Brand recognition during the awards program
- Four (4) tickets to the event\*\*

### Silver Sponsor

**\$1,500**

*Sponsors one Family Time early learning playgroup for 30 parents and children*

- Listing and recognition in invitation and event signage
- Recognition during the awards program
- Two (2) tickets to the event\*\*

*\* Requires receipt of payment and logo by 3/1/24.*

*\*\* Please provide guest names on or before 4/19/24.*

*All funds raised will benefit Connections for Children.*

#### QUESTIONS?

Please contact Teri Galindo at  
(310) 452-3325 Ext. 203 or [hello@cfc-ca.org](mailto:hello@cfc-ca.org)

[connectionsforchildren.org/betsy](https://connectionsforchildren.org/betsy)

#### MISSION STATEMENT

*Building a stronger future for children, families, and the early care and education community by connecting them to resources, education, and economic support.*



# 2024 Betsy Awards

## Sponsorship Commitment Form

### Contact Information

Company Name \_\_\_\_\_

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

Address \_\_\_\_\_

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

Primary Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_

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

Company Website \_\_\_\_\_ Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

### Sponsorship Levels

- \$10,000 Presenting Sponsor
- \$5,000 Platinum Sponsor
- \$2,500 Gold Sponsor
- \$1,500 Silver Sponsor

*Sponsorships are tax deductible to the extent allowable by the law.*

### Payment Options

Pay Online at [connectionsforchildren.org/betsy](https://connectionsforchildren.org/betsy)

**Print Deadline:** Please submit sponsorship payment by March 1, 2024 to receive full sponsorship benefits. Payments received after the deadline are not guaranteed print or digital placement.

#### RETURN FORM AND PAYMENT TO:

Teri Galindo  
Connections for Children  
5901 W. Century Blvd., Suite 400, Los Angeles, CA 90045  
[hello@cfc-ca.org](mailto:hello@cfc-ca.org)