



2023 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 education and child care 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

2023 *Connections for Children* Betsy Awards & Luncheon

WHEN

Sunday, April 30, 2023, 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.

2023 HONOREES

Baby2Baby & Posthumous Awardee **Iao Katagiri**,
Connections for Children Board Member

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 2022, Connections for Children continued to make a profound impact in the community and assisted in pandemic-related initiatives by achieving the following milestones:

- Secured over \$12 million in financial aid for 1,900 low-income children to attend child care programs
- Assisted over 6,000 parents and caregivers with child care information and referrals
- Presented 800 hours of virtual training and coaching to early childhood educators
- Facilitated virtual early learning playgroups for over 800 children and their caregivers
- Distributed millions of essential items including masks, diapers, and wipes to child care providers

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



2023 Betsy Awards

Sponsorship Levels & Benefits



Presenting Sponsor

\$10,000

- 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 12/31/23)
- 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

- 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 09/30/23)
- 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

- Company logo and recognition in invitation and event signage
- Company logo displayed on agency website (through 07/31/23)
- Brand recognition during the awards program
- Four (4) tickets to the event**

Silver Sponsor

\$1,500

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

** Requires sponsorship payment in full and company logo artwork received by 3/1/23.*

*** Please provide guest names on or before 4/20/23.*

All funds raised will benefit Connections for Children.

QUESTIONS?

Please contact Karla Guerra at
(310) 452-3325 Ext. 276 or karlag@cfc-ca.org

MISSION STATEMENT

Helping build a stronger future for children, families, and communities through high-quality child care resources, education, and guidance.



2023 Betsy Awards

Sponsorship Commitment Form

Contact Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Primary Phone _____ Cell 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

- Check *(Please make payable to Connections for Children. Memo: Betsy Awards)*
- Credit Card *(Pay online at weblink.donorperfect.com/Betsy23)*

Print Deadline: Please submit sponsorship payment by March 1, 2023 to receive full sponsorship benefits. Payments received after the deadline are not guaranteed print or digital placement.

RETURN FORM AND PAYMENT TO:

Karla Guerra
Connections for Children
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karlag@cfc-ca.org