



## 2019 Betsy Awards Sponsorship Opportunities

Every year Connections for Children holds a fundraising event honoring community leaders. This year we are pleased to announce a new name for this honor: The Betsy Award.

The award is named for Betsy Hiteshew who helped found Connections in 1975. Betsy is a nationally renowned early childhood pioneer whose work has impacted thousands of children, parents, and educators. We are proud of our deep connection with Betsy and look forward to presenting this significant award to our current and future honorees.

### **Sponsoring Connections' Annual Betsy Awards event will help fund the vital work we do all year long.**

Your financial support will help ensure that all children in our community have 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 promote improved outcomes in education, health, and social behaviors, as well as opportunities for success in adulthood. In addition to your sponsorship, funds are raised through event ticket sales and a silent auction.

**Event: 2019 Betsy Awards & Reception**

**When: April 24, 2019, 5:30PM – 8:00PM**

**Where: Marina Del Rey Marriott, Penthouse, 4100 Admiralty Way, Marina Del Rey, CA 90292**

**Program: Hors d'oeuvres, Silent Auction, Presentation, Drinks & Entertainment**

#### **Betsy Award Recipients:**

**Patti Oblath** - Recently retired Connections' Executive Director and early childhood advocate

**Bob Ruth** - Humanitarian, civic leader, and real estate developer

### **Support work that matters.**

Connections for Children is a 501 (c) (3) Non-Profit Organization. For more than four decades, Connections for Children has been the leading expert on early education and child care in 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 2018, Connections for Children continued to make a great impact in the community, achieving the following milestones:

- Securing financial aid for 1,200 low-income children to attend child care programs
- Assisting over 3,800 parents with information and referrals to child care and resources
- Presenting more than 2,400 hours of training and coaching to caregivers
- Providing almost 650 children, parents, and child care providers with "preschool in the park" through our Family Time program





## 2019 Betsy Awards Sponsorship Levels & Benefits

### **PRESENTING SPONSOR** **\$5,000**

- Presenting sponsor mention on event flyers and invitations
- Most prominent logo placement on Connections for Children website (through 12/31/19)
- Prominent logo placement on event signage and program
- Introduction during the event
- 10 tickets to the event
- Inclusion in social media posts and event promotion materials
- Most prominent mention in e-blasts

### **GOLD SPONSOR** **\$2,500**

- Listing on invitation
- Prominent logo placement on Connections for Children website (through 12/31/19)
- Logo on event signage and in program
- Mention during the event
- 5 tickets to event
- Inclusion in social media posts and event promotion materials
- Inclusion in e-blasts

### **SILVER SPONSOR** **\$1,000**

- Listing on invitation
- Name on event web page
- Mention during the event
- Name on event signage and in program
- 2 tickets to event
- Inclusion in e-blasts

## Become a Sponsor

*Questions? Call Us.*  
Sharlout Golbari  
Development Associate  
Connections for Children  
[sharloutg@cfc-ca.org](mailto:sharloutg@cfc-ca.org)  
(310) 452- 3325 ext. 275





## 2019 Betsy Awards Sponsorship Commitment Form

### Contact Information:

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

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

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

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

### Sponsorship Levels:

\_\_\_\_\_ \$5,000 Presenting Sponsor    \_\_\_\_\_ \$2,500 Gold Sponsor    \_\_\_\_\_ \$1,000 Silver Sponsor

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

### Payment Options:

\_\_\_\_\_ Check enclosed *(Please make payable to Connections for Children)*

\_\_\_\_\_ Please charge our sponsorship of \$ \_\_\_\_\_ to Visa/MasterCard/AMEX

Cardholder Name \_\_\_\_\_

Card # \_\_\_\_\_ Security Code/CVV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

### Please return form and payment to:

Sharlout Golbari  
Development Associate  
Connections for Children  
5901 W. Century Blvd. Suite 400  
Los Angeles, CA 90045

