Connections for Children

Sponsorship Package | 2026



For 50 years...

Connections for Children (CFC) has stood as a trusted lifeline for families, educators, and communities across the Westside and South Bay of Los Angeles. Guided by our mission to support families and child care professionals towards quality services and programs, we renew our commitment to expanding opportunities, strengthening families, and shaping brighter futures as we reach this new milestone.

Each year, we serve more than **12,000** families, ensuring that every child, regardless of background, has access to the care, learning, and support needed to thrive. From helping parents secure quality child care and providing financial assistance to equipping early childhood educators with trauma-informed training and resources, CFC addresses the needs of the whole family.

Since our founding in 1976, we have connected more than **268,000** families to critical resources and administered over **$300 million** in child care subsidies.

Our work is anchored in the enduring belief that when families are supported, children thrive, and communities grow stronger. Through our signature events, we not only raise vital funds to sustain our mission, we also celebrate the champions, stories, and experiences that inspire lasting change.

Your sponsorship turns moments into momentum, fueling programs and partnerships that deliver measurable change for children and families.



What We Do

Financial Assistance and Child Care Subsidy

We work to reduce the financial barriers to quality care for vulnerable families. Through state, federal, and local funding streams, CFC provides child care subsidies for eligible families with children from birth to age 12. These subsidies allow parents to remain in the workforce, pursue education, or secure stable housing while their children benefit from safe, nurturing, and enriching environments.

Workforce Development for Early Childhood Educators

We invest in the professionals who shape children's earliest learning experiences. CFC offers coaching, technical assistance, and professional development aligned with California's Early Care and Education Competencies. From licensing support for new providers to specialized training in trauma-informed care, we help educators enhance program quality, meet high standards, and build sustainable child care businesses.

Family Engagement and Support

We meet families where they are, offering resources that strengthen connections between parents, caregivers, and children. CFC's services include personalized child care referrals, early learning playgroups, and Parent Cafés that foster peer support and resilience. Families gain access to community resources, developmental activities, and tools to support school readiness.

Emergency Response

In times of crisis, Connections for Children responds with urgency and compassion to meet the needs of families and providers. Operating as an emergency distribution site in Los Angeles, we provide supplies, financial relief, and wellness support that help families and providers recover and rebuild. These efforts reflect both the strength of our community partnerships and our unwavering commitment to stability for children and those who care for them.

Our Legacy in Numbers

Generations of care measured in impact

Over

268,000

Child care referrals provided since Connections for Children's inception

$300,000,000 +

Payments distributed for child care subsidies

54,100

Hours of coaching and training provided to caregivers



Sponsorship Opportunities

CFC offers a range of sponsorships to support our critical work in the community. Below you will find specific sponsorship opportunities that will enable CFC to sustain and expand our services. Contact us to discuss custom opportunities.

	Family Learning Festival	Betsy Awards	EXCLUSIVE Signature Series
Legacy Partner Presenting Sponsor	$10,000	$10,000	$10,000 + Bundle events with $10,000 and up!
Community Champion Platinum Sponsor	$5,000	$5,000	
Milestone Maker Gold Sponsor	$2,500	$2,500	
Seedling Supporter Silver Sponsor	$1,500	$1,500	

> Connections for Children has gone above and beyond for me and my family. Because of your services, I am able to work and provide as a single mom.

Parent Participant, Family Engagement



SIGNATURE SERIES

Double your impact and visibility!

Sponsorship $10,000 +

Double your impact and visibility by joining our Signature Series, sponsoring both of CFC's events with a single commitment. This exclusive opportunity allows your organization to make a direct impact while achieving measurable outcomes through custom partnerships and volunteer engagement aligned with your business goals. As a Signature Series sponsor, you will also be recognized as a named partner of our cornerstone early learning playgroup, Family Time, deepening your connection to the children and families we serve. Learn more and purchase here!

Providing services to

11%

of the Los Angeles population

Family Learning Festival

The Family Learning Festival is a free community celebration that transforms play into possibility. Held each fall in Torrance, the festival welcomes more than **600** children, parents, and caregivers for a day filled with nature-inspired activities, hands-on learning, live entertainment, and access to essential early childhood resources.

Families explore interactive stations including arts and crafts, music, movement, and more, while connecting with local organizations offering health, education, and well-being services. The festival also highlights CFC's Family Time early learning playgroups, which run throughout the year at Santa Monica and Torrance locations.

Learn more and purchase here!

Date: **Saturday, February 28, 2026**

Location: **Torrance Cultural Arts Center**
3330 Civic Center Drive
Torrance, CA 90503



More than

600

Children, parents, and caregivers in attendance

Legacy Partner | $10,000
Presenting Sponsor

- Logo on event signage, promotional outreach event flyer
- Logo on day-of event flyer and vendor map
- Logo on website for **12 months** (**88,000** annual views)
- Named sponsor on event recap video
- Recognition in event press release, newsletter (**3,500+** subscribers), and social media posts (**3,200+** followers)
- Verbal recognition during program
- Complimentary vendor booth
- Named sponsor of Family Time early learning playgroup (**2 months**, **8 sessions**)
- Customized partnership and volunteer opportunities

Community Champion | $5,000
Platinum Sponsor

- Logo on event signage and promotional outreach event flyer
- Logo on day-of event flyer and vendor map
- Logo on website for **12 months**
- Named sponsor on event recap video
- Recognition in event press release, newsletter, and social media posts
- Verbal recognition during program
- Complimentary vendor booth
- Named sponsor of Family Time early learning playgroup (**1 month**, **4 sessions**)

Milestone Maker | $2,500
Gold Sponsor

- Logo on promotional outreach event flyer
- Logo on day-of event flyer and vendor map
- Recognition in newsletter and social media posts
- Complimentary vendor booth

Seedling Supporter | $1,500
Silver Sponsor

- Name on promotional outreach event flyer
- Name on day-of event flyer and vendor map
- Recognition in **1** social media post
- Complimentary vendor booth

*** All vendors must complete a submission form and meet established event guidelines.**

Betsy Awards

The Betsy Awards is a premier celebration honoring leaders and organizations who are shaping the future of early care and education. Named in honor of Betsy Hiteshew, a CFC founder and beloved advocate for children and families and early childhood educators, this inspiring spring luncheon brings together more than **175** civic leaders, educators, philanthropists, and community members.

Guests take part in an afternoon of inspiration, featuring a noteworthy awards program, live music, and fine dining. Each honoree's story is a powerful testament to what is possible when dedication, innovation, and community unite to give children the strongest start in life.

Learn more and purchase here!

Date: **Sunday, May 3, 2026**

Location: **Regent Santa Monica**
1700 Ocean Avenue
Santa Monica, CA 90401

Honorees: **Public Counsel**
Cynthia Cervantes
Child Development Professor,
El Camino College
Dr. Louise Jaffe
Former Santa Monica College
Board of Trustees

More than

175

Civic leaders, educators, and supporters



Legacy Partner | $10,000
Presenting Sponsor

- Logo on digital invitation, program slideshow, and day-of event program
- Logo on Step-and-Repeat and event signage
- Logo on website for **12 months** (**88,000** annual views)
- Recognition in event press release, newsletter (**3,500+** subscribers), and social media posts (**3,200+** followers)
- Named sponsor on event recap video
- Verbal recognition during program and gift bag insert
- **8** tickets, table for guests (**$1,600** value), **4** parking spots
- Named sponsor of Family Time early learning playgroup (**2 months**, **8 sessions**)
- Customized partnership and volunteer opportunities

Community Champion | $5,000
Platinum Sponsor

- Logo on digital invitation, program slideshow, and day-of event program
- Logo on Step-and-Repeat and event signage
- Logo on website for **12 months**
- Recognition in event press release, newsletter, and social media posts
- Named sponsor on event recap video
- Verbal recognition during program and gift bag insert
- **6** tickets, table for guests (**$1,200** value), **2** parking spots
- Named sponsor of Family Time early learning playgroup (**1 month**, **4 sessions**)

Milestone Maker | $2,500
Gold Sponsor

- Logo on digital event invitation
- Logo on program slideshow and day-of event program
- Logo on event signage
- Recognition in newsletter and social media posts
- **4** tickets (**$800** value), **1** parking spot

Seedling Supporter | $1,500
Silver Sponsor

- Name on program slideshow
- Name on event signage
- Recognition in newsletter and social media posts
- **2** tickets (**$400** value)

Become a Sponsor

Shape the future of early childhood education

Events: ☐ Family Learning Festival ☐ Betsy Awards ☐ Signature Series

Sponsorship:

☐ Legacy Partner	☐ Community Champion	☐ Milestone Maker	☐ Seedling Supporter
$10,000	$5,000	$2,500	$1,500

Contact Information:

CONTACT NAME	
COMPANY NAME	
ADDRESS	
PHONE NUMBER	EMAIL
WEDSITE	SOCIAL MEDIA

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

Pay Online:

Signature Series: Purchase here | **Deadline:** January 9

Family Learning Festival: Purchase here | **Deadline:** January 9

Betsy Awards: Purchase here | **Deadline:** March 20

For additional information, contact:
Ari Wood | External Relations and Fund Development Supervisor
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Connections for Children

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