

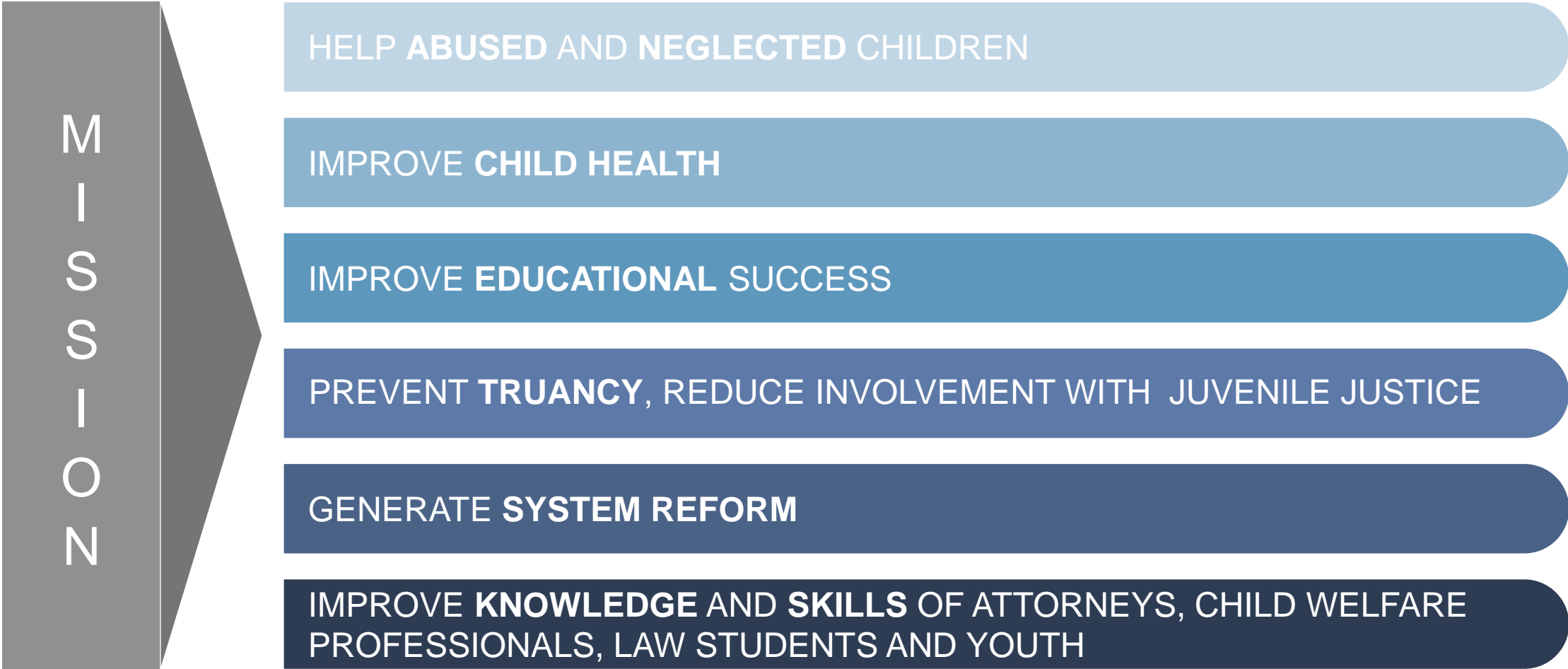


Center for  
**Children's**  
Advocacy

**Fighting for the legal rights  
of Connecticut's most vulnerable children.**



# What We Do



# Why We Matter

## Education

Over **90%** of children served in Bridgeport, Norwalk and Stamford **graduated** or **stayed** in school and **increased** access to **educational** support



## Training

Trained **140** parents, camps and after-school programs **to prevent discrimination** against children with disabilities



CCA **leads** the charge to **fix state systems** and **protect thousands** of Connecticut's children

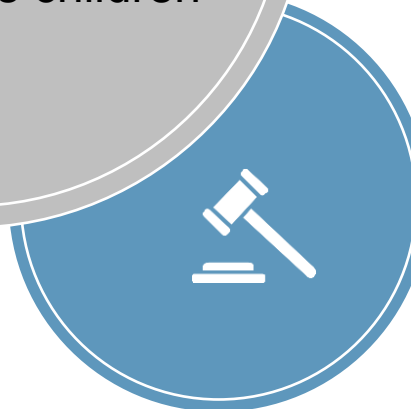
## Homelessness

**97%** of the Center's **teen** clients who were homeless or at risk of **homelessness** got help to **improve** and **remove issues** that increase risk



## Legislation

**Advocated** and **drafted** legislation to improve education standards for **youth** in the juvenile justice system





3<sup>rd</sup> annual  
**Play for Kids!**

# Play for Kids!

## Event Overview

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Teams gather for an evening of fun and games.

The event supports the Center's critical work, and 92% of every dollar raised supports programs and services for Connecticut's poorest children.

**March 29, 2018**

**5 PM – 9 PM**

**Chelsea Piers, One Blachley Road  
Stamford, CT**



# Play for Kids!

## Event Overview

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Teams compete in round robin format, rotating events throughout the **evening**.  
Top teams **go** to the final challenge **and** one team walks away with **the trophy!**

### MARBLES TO MARKET

Strategy game where players transfer marbles from one area to another, while facilitator introduces new rules on the fly!

### TRAMPOLINE DODGEBALL

Dip, duck, catch and dodge. Teams face off just one team is left standing.

### HUNGRY HIPPOS

Lay on your scooter and collect as many balls as possible.  
Be careful not to slide into your teammates on the way!

### HOT SHOT HOOPS

Make a basket from three spots on the court – the harder the shot, the more points earned.

### OBSTACLE COURSE

Each team makes their way through a series of activities.  
May include jump rope, sack race, agility drills, and shooting basketballs.

# Play For Kids!

## Event Timeline



	10/19 Kick-Off Event	Website Opens	Promotion Begins	Fundraising & Recruiting	Fundraising & Recruiting	3/29 Event Day
SPONSORS	Registration Opens	Marketing Benefits Begin	Final Logos Due	Commitments Finalized	Marketing and Fundraising	Event Day
TEAMS	Registration Opens	Fundraising Toolkit Distribution	Recruitment	Team Commitments Due	Fundraising	Event Day
PLAYERS	Registration Opens	Fundraising Toolkit Distribution	Fundraising	Fundraising	Fundraising	Event Day
VOLUNTEERS	Registration Opens	Fundraising Toolkit Distribution	In-Kind requests	Fundraising	Fundraising	Event Day

# **Play For Kids!**

## Sponsorship Opportunities

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- 1 Event Sponsor**
- 1 Fan Zone Sponsor**
- 5 Challenge Sponsors**
- 1 After Party Sponsor**
- 11 Team Sponsors**





# Play For Kids!

## Event Sponsor

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### OVERALL RIGHTS

- Official sponsorship
  - Category exclusive naming rights to event
  - Category exclusive naming rights to kick-off event
- 

### MEDIA

- Logo placement: Play For Kids website (premier location) • Event ads • Email blasts • Event shirts
  - (4) Event promotion event posts + (1) Event sponsor post
- 

### ON-SITE EXPOSURE

- Premier logo placement on event signage and banner
  - Reserved team tables in Fan Zone
  - Banner in Fan Zone
  - Welcome remarks and recognition announcements
  - Company display table and check-in
- 

### ON-SITE ACTIVATION

- (4) team spots
- (20) Fan Zone tickets
- Presentation of Champion Cup Award & Top Fundraiser Award

# Play for Kids!

## Event Sponsor

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### OVERALL RIGHTS

- Official sponsorship
  - Category exclusive naming rights to Fan Zone
- 

### MEDIA

- Logo placement: Play For Kids website (preferred location) • Event ads
  - (3) total social media pre or post event posts
- 

### ON-SITE EXPOSURE

- Event signage
  - Branded Fan Zone
  - Premier team table area in Fan Zone
  - Company display table and check-in
  - (1) Recognition announcement at Event & Kick-off Party (if applicable)
- 

### ON-SITE ACTIVATION

- (3) team spots
- (10) Fan Zone tickets
- Presentation of Super Fan Award

# Play for Kids!

## Challenge Sponsor

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### OVERALL RIGHTS

- Official sponsorship
  - Category exclusive naming rights to (1) challenge
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### MEDIA

- Logo placement: Play For Kids website
  - (1) Event promotion event post
- 

### ON-SITE EXPOSURE

- Branded challenge area
  - Reserved team table in Fan Zone
  - (1) Recognition announcement
- 

### ON-SITE ACTIVATION

- (1) team spot
- (10) Fan Zone tickets
- Presentation of MVP award

# Play for Kids!

## After Party Sponsor

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### OVERALL RIGHTS

- Official sponsorship
  - Category exclusive naming rights to After Party
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### MEDIA

- Logo placement: Play For Kids website
  - (1) social media pre or post event post
- 

### ON-SITE EXPOSURE

- Event signage
  - Branded After Party
  - Reserved team table in Fan Zone
  - (1) Recognition announcement
- 

### ON-SITE ACTIVATION

- (1) team spot
- (5) Fan Zone tickets

# Play For Kids!

## Team Sponsor

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### OVERALL RIGHTS

- None
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### MEDIA

- None
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### ON-SITE EXPOSURE

- Reserved team table in Fan Zone
- 

### ON-SITE ACTIVATION

- (1) team spot

# Play For Kids!

## Sponsor Overview



### **EVENT SPONSOR**

\$20,000

### **FAN ZONE SPONSOR**

\$10,000

### **CHALLENGE SPONSOR**

\$6,000

### **AFTER PARTY SPONSOR**

\$5,000

### **TEAM SPONSOR**

\$1,200