



Children's Aid *Virtual* Benefit

Thursday, October 22, 2020

7:00 p.m. ET • Classy Couch Attire

Join us for a special evening of celebration and generosity

PROMOTIONAL EXPOSURE:

- Average unique monthly web visits: 17,000+
- Facebook followers: 51,000+
- Instagram followers: 2,602
- Twitter followers: 11,200
- Email subscribers: 64,000

I am/We are pleased to support the Children's Aid Benefit at the following level(s):

SPONSORSHIPS AND TICKETS

○ **AMBASSADOR \$100,000**

Digital event experience for up to 30 guests • Pre/Post event virtual party for up to 30 guests in a private "room" • Curated care package sent to host with event amenities and mission-based giveaways • Verbal recognition in the President's remarks • Premier name/logo listing in event materials, on event website, and on social media • Feature in press release • Full-screen ad placements in digital journal and during live program • Listing in print/digital program • Digital Night Of Package for all guests

○ **CHAMPION \$75,000**

Digital event experience for up to 20 guests • Pre/Post event virtual party for up to 20 guests in a private "room" • Curated care package sent to host with event amenities and mission-based giveaways • Verbal recognition in speaking program • Priority name/logo listing in event materials, on event website, and on social media • Full-screen ad placements in digital journal and during live program • Listing in print/digital program • Digital Night Of Package for all guests

○ **HERO \$50,000**

Digital event experience for up to 10 guests • Pre/Post event virtual party for up to 10 guests in a private "room" • Curated care package sent to host with event amenities and mission-based giveaways • Verbal recognition in speaking program • Name/logo listed in event materials, on event website, and on social media • Full-screen ad placements in digital journal • Listing in print/digital program • Digital Night Of Package for all guests

○ **MENTOR \$25,000**

Digital event experience for up to 10 guests • Pre/Post event virtual party for up to 10 guests in a private "room" • Curated care package sent to host with event amenities and mission-based giveaways • Verbal recognition in speaking program • Name listed in event materials, on event website, and on social media • Half-screen digital ad placements in digital journal • Listing in print/digital program • Digital Night Of Package for all guests

○ **ADVOCATE \$15,000**

Digital event experience for up to 10 guests • Pre/Post event virtual party for up to 10 guests in a private "room" • Curated care package sent to host with event amenities and mission-based giveaways • Name listed in event materials, on event website, and on social media • Quarter-screen digital ad placements in digital journal • Listing in print/digital program • Digital Night Of Package for all guests

○ **MENTOR TICKET(S) _____ x \$2,500 = \$ _____**

Digital event experience for one • Name listing in digital program • Digital Night Of Package

○ **SUPPORTER TICKET(S) _____ x \$1,000 = \$ _____**

Digital event experience for one • Name listing in digital program • Digital Night Of Package

○ **GENERAL ADMISSION**

General admission to this event will be complimentary, but your generous support allows us to continue to meet the essential needs of our children and families who have been profoundly impacted by these unprecedented times.

Sponsors confirmed by Monday, August 3 will be listed on our benefit invitation.

DIGITAL EVENT JOURNAL ADS *

* Digital journal will be visible at various points throughout the event to all participating registrants.

○ **HERO DIGITAL SPONSORSHIP \$5,000**

Full-screen ad placements

○ **MENTOR DIGITAL SPONSORSHIP \$2,500**

Half-screen ad placements

○ **ADVOCATE DIGITAL SPONSORSHIP \$1,500**

Quarter-screen ad placement

Deadline for Digital Event Journal ad copy and artwork is Thursday, October 1, 2020.

Full-screen ad: 1920 x 1080 px • Half-screen ad: 850 x 850 px • Quarter-screen ad: 850 x 390 px

For Logo: Vector file (.ai or .eps) with a resolution of 300 dpi or greater

CONTRIBUTION

○ I/We cannot join, but wish to make a fully tax-deductible contribution in the amount of \$ _____ .

Please complete information on reverse side. ↻

CONTACT INFORMATION

Name (☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss):

Company:

Title:

Preferred listing in event materials:

Address:

City:

State:

ZIP:

Email:

Phone:

How did you hear about us?

Mailing address, email, and phone number are required to receive curated host packages. Information must be received no later than October 1, 2020.

PAYMENT INFORMATION

My/Our total contribution amount is \$_____.

Sponsorship in excess of \$125 is tax-deductible. Individual Tickets, Digital Ads, and Contributions are 100% tax-deductible. Children's Aid is a 501(c)(3) nonprofit organization. Tax ID # 13-5562191

☐ **Please charge my credit card:** ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Name as it appears on card:

If company card, please list company:

Card number:

Expiration date:

CVV code:

Signature:

Date:

Billing address (if different address than above):

☐ **Enclosed is a check payable to Children's Aid.**

Please use enclosed envelope to mail registration to: Children's Aid Events Office • 711 Third Avenue, Suite 700 • New York, NY • 10017

Your gift can be doubled, or even tripled, if you or a spouse work for a company with a matching gift program. Please visit [ChildrensAidNYC.org/get-involved/matching-gifts](https://www.childrensaidnyc.org/get-involved/matching-gifts) or contact your employer for more information.

For more information, please contact events@ChildrensAidNYC.org or call 212.284.4591.

Sponsorships and tickets may be purchased online at [ChildrensAidNYC.org/benefit](https://www.ChildrensAidNYC.org/benefit)

A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website (www.charitiesnys.com) or, upon request, by contacting the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or us at 711 Third Avenue, Suite 700, New York, NY 10017. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at www.charitiesnys.com or (212) 416-8401.