

# Corporate Sponsorship Opportunities





## WHY SPONSOR PARENTING PLACE

For 25 years, Parenting Place has been supporting families with children pre-natal to five years old from Boulder and Broomfield Counties regardless of economic circumstances. Parenting Place is a Family Resource Center that provides educational resources, support groups, Spanish language programs, and fulfillment of basic needs. We are building a community of confident parents and healthy families!.

## WHY IS PARENTING PLACE IMPORTANT?

Parenting presents a range of emotional, physical, and financial challenges. The adjustment to parenthood can be isolating and stressful for parents. Parenting young children is exhausting and difficult for many families. We support families in this vulnerable time of raising young children.

## HOW DOES PARENTING PLACE SERVE FAMILIES?

We provide a safe place for families to meet people, get support, learn, share ... and have fun!

## MAKE CONNECTIONS

Parenting is isolating and stressful. We help by creating:

- Aged-based support and playgroups (*infant and toddler*)
- Language-based groups (*Spanish, German, Japanese, French and others*)
- Family-based groups for dads, postpartum support, single moms, working moms, and adoptive parents

## GET SUPPORT

In addition to the emotional support that groups provide, Parenting Place helps families relieve some of the stress of parenting and provides basic needs to keep them healthy.

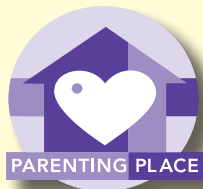
- Donation Closet with clothing, toys, and baby items
- Emergency funds and Food Pantry
- Referrals to community resources and services
- Latino Family Support, including ESL classes
- Assistance accessing healthcare and health insurance
- Individual counseling sessions and one-on-one support

## LEARN AND SHARE

The community we create provides a safe place for families to discuss parenting challenges. Parenting Place offers parenting and early childhood educational classes, seminars, and information.

- Colorado Bright Beginnings
- Parenting classes
- Seminars and workshops on parenting, early childhood, and stress management
- School readiness program
- Lending Library of parenting and children's books

Our mission is to relieve isolation, reduce the stress of parenting, and prevent child abuse and neglect by providing outreach and a place where families can receive support, education, and develop a sense of community.



"It is now clear that what a child experiences in the first years of life profoundly influence how his brain will develop... Parents play the most important role in providing the nurturing and stimulation that children require, but they need information and support to develop good parenting skills."<sup>2</sup>





“Best place in town for new families!”

## WHY INVEST IN EARLY CHILDHOOD?

Quality parenting and early childhood services diminish the gap in elementary school readiness. In Boulder County, as many as 30% of new kindergarteners arrive unready to learn; this strains school district resources and can translate into a lack of school achievement throughout the child’s K-12 education<sup>1</sup> Parents play a crucial role in creating the nurturing and stimulation required by children, but parents need the resources, information and support to make this possible.<sup>2</sup> Parenting Place provides the early childhood education and parent resources that children need to thrive now and in the future.

## THE BEST PARTNERSHIP FOR YOU!

Help us build a community of confident parents and healthy families! Parenting Place relies on sponsors like you to support families in our community. Sponsoring Parenting Place shows your dedication to the youngest citizens of Boulder and Broomfield Counties.

## CORPORATE SPONSORS

Companies and small businesses that join as Corporate Sponsors are directly supporting the programs and services that Parenting Place provides. We offer partner benefits as outlined below.

## PROGRAM SPONSORS

Businesses can become a Program Sponsor at Parenting Place by investing in a specific program that aligns with your company’s interest. These programs benefit from the ongoing commitment of support, which allows expansion of a proven successful program or enables the launch of a new program.

## EVENT SPONSORS

Parenting Place has sponsorship opportunities at our two main events each year: the spring Gala and Girls Night Out in November. We are looking for Title Sponsors, as well as Gold, Silver, and Purple Sponsors. Please see the Partnership Benefits for details.

## IN KIND DONORS

Sometimes a business cannot make a direct financial contribution but may have services and products that could be donated in kind to Parenting Place. Please talk with our Development Director about donations you may be able to make. These donations will be valued and placed in the appropriate corporate or event sponsorship level.

## MAJOR FUNDING PROVIDED BY:

- |                                     |                               |
|-------------------------------------|-------------------------------|
| Colorado Bright Beginnings          | Denver Foundation             |
| Family Resource Centers Association | Rose Community Foundation     |
| Foothills United Way                | Season to Share               |
| Boulder Community Foundation        | Temple Hoyne Buell Foundation |
| Boulder County                      |                               |

“Parenting Place has helped me by providing a safe and nurturing environment that is supportive and nonjudgmental. It has kept me sane during a very challenging first year of parenting. I have received encouragement, empathy, and advice.”



**SPONSORSHIP CONTACT**  
We can work with you to find the right opportunity for your business!  
Please contact our Development Director at **giving@MyParentingPlace.org** or **303.449.0177**

<sup>1</sup> “Framework for a Comprehensive Early Childhood System for Boulder County”, Early Childhood Council of Boulder County  
<sup>2</sup> “Starting Smart: How Early Experiences Affect Brain Development”, Zero to Three, 2000



## PARTNERSHIP BENEFITS

### GENERAL SPONSORSHIPS

	GIVING LEVELS			
	\$5,000+	\$2,500+	\$1,000+	\$500+
<b>CORPORATE SPONSORS</b>				
Acknowledgement plaque	X			
Logo and business description on website with reciprocal link	18 months	12 months	6 months	3 months
Acknowledgement in electronic newsletter	18 months	12 months	6 months	3 months
One-time use of electronic newsletter to promote organization	X			
Acknowledgement of support at Parenting Place Boulder center	18 months	12 months	12 months	12 months
Recognition in Annual Report	X	X	X	X
Gift Memberships to Parenting Place <sup>1</sup>	10 (\$750)	4 (\$300)	2 (\$150)	
Bright Beginnings Visits <sup>2</sup>	Unlimited (\$35 each)			
<b>PROGRAM SPONSORS</b>				
Guest Speaker at one [1] session	X			
Name/logo on program announcements	X	X	X	
Logo and business description on website with reciprocal link	18 months	12 months	6 months	3 months
Name/logo on program materials or handouts	X	X	X	X
Acknowledgement of support at Parenting Place Boulder center	18 months	12 months	12 months	12 months
Recognition in Annual Report	X	X	X	X
Gift Memberships to Parenting Place <sup>1</sup>	10 (\$750)	4 (\$300)	2 (\$150)	
Bright Beginnings Visits <sup>2</sup>	Unlimited (\$35 each)			
<b>IN KIND DONATIONS<sup>3</sup></b>				

Estimated value in parentheses.



Estimated value in parentheses.

<sup>1</sup> Appropriate for families with children 0 to 5 years old. Membership is for 12 months.

<sup>2</sup> Appropriate for families with children 0 to 3 years old.

<sup>3</sup> In kind donations are valued and placed in the appropriate giving level as a corporate or event sponsor.

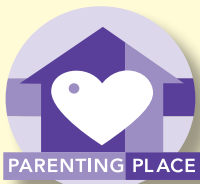


## PARTNERSHIP BENEFITS

### EVENT SPONSORSHIPS

GALA EVENT	GIVING LEVELS			
	Title \$5,000+	Gold \$2,500+	Silver \$1,000+	Purple \$500+
Tickets to event	10 (\$750)	4 (\$300)	2 (\$150)	
Guest speaker at Gala	X			
Logo placement on event marketing materials	X	X	X	X
Table space for company literature or promotion	X	X		
Logo/banner placement at Gala	X	X		
Advertisement in event program	Full page	Half page	Quarter page	Name
Logo posted on registration website	X			
One-time use of online newsletter to promote organization	X			
Logo and business description on website with reciprocal link	18 months + Banner ad	12 months	6 months	3 months
Recognition in Annual Report	X	X	X	X
Gift Memberships to Parenting Place <sup>1</sup>	10 (\$750)	4 (\$300)	2 (\$150)	
GIRLS NIGHT OUT EVENT	Title \$1,500+	Gold \$500+	Silver \$250+	Purple \$100+
Tickets to event	6 (\$150)	2 (\$50)	1 (\$25)	
Name or logo placement on event marketing materials	X	X	X	X
Table space for company literature or promotion	X			
Acknowledgement during event	X	X		
Recognition in event program	X	X	X	X
Logo and business description on website with reciprocal link	12 months	3 months	1 month	1 month
Recognition in Annual Report	X	X	X	X
Gift Memberships to Parenting Place <sup>1</sup>	3 (\$225)			
IN KIND DONATIONS <sup>3</sup>				

Estimated value in parentheses.



Estimated value in parentheses.

<sup>1</sup> Appropriate for families with children 0 to 5 years old. Membership is for 12 months.

<sup>2</sup> Appropriate for families with children 0 to 3 years old.

<sup>3</sup> In kind donations are valued and placed in the appropriate giving level as a corporate or event sponsor.

# CORPORATE SPONSORSHIP CONTRACT 2010

## Sponsorship Contact Information

Company/Organization Name: \_\_\_\_\_

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

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Additional Information: \_\_\_\_\_

## Partnership Types

- Corporate Sponsor
- Program Sponsor
- Event Sponsor, *please specify* \_\_\_\_\_
- In Kind Donor
  - Media
  - Product, *please specify* \_\_\_\_\_
  - Services, *please specify* \_\_\_\_\_

## Sponsorship Levels

- \$5000     \$2500     \$1500     \$1000
- \$500     \$250     \$100
- Other, *please specify* \$ \_\_\_\_\_

## Payment Information and Terms

Payment is requested with your signed Sponsorship Agreement.

I will make payment by the following method:

- Payment by Check [*Make payment to **Parenting Place***]
- Payment by Credit Card

Credit Card:     Visa/MasterCard     American Express

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sponsorship Contact

Amanda Wember, Development Director, [giving@MyParentingPlace.org](mailto:giving@MyParentingPlace.org)

1235 Pine Street Boulder, CO 80302 303.449.1077 303.448.0178 fax [MyParentingPlace.org](http://MyParentingPlace.org)

