



## 2024 CVCC DAY OF THE CHILD SPONSORSHIP OPPORTUNITIES

We are offering you an opportunity to join us as a sponsor for this event and enjoy a great community experience. Thousands of children and their families are expected. **Our theme for 2024 is “Little Voices, Loud Futures.”**

DAY OF THE CHILD is set to take place on **Saturday, April 20, 2024**, at Memorial Park in Chula Vista. This event will be a unique event celebrating our children and the community.

Expect a safe, fun, and memorable event for the entire family which features:

Hands-on children’s activities throughout the park

Classic Car Show

Health Pavilion

Two Stages with non-stop entertainment

Food area with various options

Art Pavilion

As a Sponsor, your business will have the opportunity to benefit from your affiliation with Chula Vista Community Collaborative, as a reputable non-profit in San Diego. Sponsoring the event allows us to bring in talent and create an experience that brings in the children and their families. It also provides you with valuable promotional and on-site exposure to the most influential demographics in the area. There are several ways to support the CVCC DAY OF THE CHILD. We invite you to look at some of the levels available on the following pages, and then complete the form to help us create a package that works for you.

### **PRESENTING SPONSOR - \$10,000**

The **PRESENTING** Sponsor is the major and most visible sponsor of the event and is exclusive to only one Company. As the **PRESENTING** Sponsor you will be included in all the promotional and media materials in the following way: “Day of the Child [Brought to you by: Name of Title Sponsor].” Additionally, as the Presenting Sponsor you receive:

- Your name will be listed in our promotional and media materials as the Presenting Sponsor;
- Company logo and link to your business placed on CVCC website;
- Company mentions on stage during the event;
- Your banners placed on the main stage and at the main entrances (exclusive to Presenting Sponsor) and other prime locations at event;
- Company name/logo in marketing campaign: Print and Advertising, Festival Flyers/Posters, Email Marketing Campaign, Radio Campaign and T-shirts;
- Two premier booth locations for direct promotional marketing (opportunity for giveaways/raffles of promotional items);
- Recognition of company on all event/organization social media pages;
- Special onsite interview opportunities if applicable with any TV or Radio media.

**\*\* Your \$10,000 will go towards providing over 2,440 families per year with services ranging from food, clothing, Cal Fresh, Medical and Cal Works enrollment. Services are available to all members of the community, regardless of their circumstances.**

## **CHAMPION SPONSOR - \$8,000**

As a Champion Sponsor:

- Your name will be listed in our promotional and media materials as a Champion Sponsor;
- Company logo and link to your business placed on CVCC website;
- Company mentions on the PA system during the event;
- Your banners placed at prime locations at event;
- Company name/logo in marketing campaign: Print, Festival Flyers/Posters, Email Marketing Campaign, Radio Campaign and T-shirts;
- One premier booth location for direct promotional marketing (opportunity for giveaways/raffles of promotional items);
- Recognition of company on all event/organization social media pages; and
- Special onsite interview opportunities if applicable with any TV or Radio media.

***\*\* Your \$8,000 will go towards providing over 2,000 families per year with services ranging from food, clothing, Cal Fresh, Medical and Cal Works enrollment. Services are available to all members of the community, regardless of their circumstances.***

## **HANDS-ON SPONSOR - \$5,000**

As a Hands-On Sponsor:

- Your name will be listed in our promotional and media materials as a Hands-On;
- Your banners placed throughout sponsored area/pavilion;
- Company name listed as a Hands-On Sponsor in event materials;
- Company name/logo on marketing campaign, including Festival Flyers/Posters, Email Marketing Campaign and T-shirts;
- One 10x10 booth for direct promotional marketing; and
- Recognition of company in all event/organization social media pages.

***\*\* Your \$5,000 will go towards 400 food boxes and 100 gift cards for our families and their children.***

## **CHALLENGE SPONSOR - \$1,000**

As a Challenge Sponsor:

- Your name will be listed in our promotional and media materials as a Challenge Sponsor;
- Company name listed as Challenge Sponsor in event program;
- Company name in marketing campaign (Festival Flyers/Posters).
- One 10x10 booth for direct promotional marketing; and
- Recognition of company in all event/organization social media pages.

***\*\* Your \$1,000 will go towards over 60 food boxes for our families and their children.***

## **COMMUNITY SPONSOR - \$800**

As a Community Sponsor:

- Your business name will be listed on the PROMO MATERIAL;
- You will receive a 10x10 booth to promote your service or product;
- Company name listed as a Community Sponsor in event program; and
- Recognition of company or organization on all event/organization social media pages.

**\*\* Your \$800 will go towards 160 gas cards for our families and their children.**

## **IN-KIND DONATIONS - \$300+**

Your company can receive promotion, brand recognition and visibility.

Opportunities for in-kind donations include, but are not limited to:

- Water Bottle Stations for Volunteer and Ground Crew
- Food for Volunteer and Ground Crew
- Street barricades and traffic safety, tents, porta potties, tables, and chairs rentals
- Signage, promotional materials
- Security
- Printing
- Entertainment
- Promotional material

In exchange for an in-kind donation, you will receive recognition of your name or business in all event/organization social media pages.

## **GENERAL CONTRACT INFORMATION**

**Written confirmation is due no later than February 28, 2024.** A signed contract is confirmation of and assurance of participation. Contract stipulations are subject to change. Payment: Fifty percent (50%) of the sponsorship fee must be paid along with a signed contract.

The remaining balance is due no later than **April 2, 2024**. Full payment must be received before participation is permitted.

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**Family Friendly:** The Day of the Child is an alcohol and tobacco free event. It offers activities and attractions for families and children and general admission is FREE.

**New Consumers: This event will provide direct contact with thousands of potential new customers over a brief period.** Promote your business to new and diverse markets.

**Media:** This event will draw significant print and internet media, radio, and TV coverage in English and Spanish outlets.

**Brand Promotion:** Sponsors will have opportunities to include all promotional and media materials, radio, stage announcements and TV coverage depending on the level of sponsorship.

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***ALL SPONSORSHIP LEVELS ARE NEGOTIABLE***

Yes! My company \_\_\_\_\_ would like to sponsor the 2024 Day of the Child event.

Make check payable to: Chula Vista Community Collaborative

Sponsor Contact Information Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

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

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

Please mail completed form with payment to 540 G Street, Chula Vista CA 91910– Attention: Day of the Child

As part of your Sponsorship and depending on the level, you are entitled to have a booth(s) at the event

Will you have a booth at the event? \_\_\_ No \_\_\_ Yes (if yes, please complete the following questions)

Phone # to list on program: \_\_\_\_\_

**Name of person who will be at booth on the day of the event (if different from above):**

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

Email Address: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Please note - Standard booth space is 10' x 10. CVCC will provide equipment as noted in sponsor level.

(If you can bring your own, please let us know).

For banner placement on stage, banners must be received by **CVCC by April 10, 2024.**

If additional space or equipment is needed, please list:

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Please provide a brief description of interactive activities that you will have at your booth

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**FOR MORE INFORMATION CONTACT**

Angela Tomlinson, Director of CVCC

[Angela.tomlison@cvesd.org](mailto:Angela.tomlison@cvesd.org)

(619) 243-6994

Jovita Arellano, Event Coordinator

[Jovita.arellano@cvesd.org](mailto:Jovita.arellano@cvesd.org)

(619) 227-4588

**ONE PAGER**



**2024 CVCC DAY OF THE CHILD  
SPONSORSHIP OPPORTUNITIES  
WE ARE EXPECTING OVER 5,000 FAMILIES AND CHILDREN!**

DAY OF THE CHILD is set to take place on **Saturday, April 20, 2024**, at Memorial Park in Chula Vista. This event will be a unique event celebrating our children and the community.

The Chula Vista Community Collaborative (CVCC) works to ensure collaboration among partners and stakeholders in CVCC draws together all sectors of the local community to develop coordinated strategies and systems that protect the health, safety, and wellness of residents. The role of CVCC is to work with partner organizations in Chula Vista and the South Bay to share information and resources that strengthen families and communities. CVCC elevates the needs and voice of the community and works to ensure seamless access to needed services. CVCC facilitates/co-facilitates various issue-based coalitions to increase awareness and address local issues and trends that impact families.

Expect a safe, fun, and memorable event for the entire family which features:

***ALL SPONSORSHIP LEVELS ARE NEGOTIABLE***

**All Sponsors who donate more than \$500 will receive:**

- Booth space (as indicated)
- ✓ One table
- ✓ Two chairs
- ✓ One canopy
- ✓ Name or Logo on marketing material depending on level of support
- ✓ Recognition on [chulavistacc.org](http://chulavistacc.org) website depending on level of support

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