



*We Invite You To Join Us As
Smart Start of Mecklenburg County*

Celebrates 30 Years!

30th Anniversary Sponsorship | 2023

HELPING ALL CHILDREN IN MECKLENBURG COUNTY TURN FIVE READY TO THRIVE



Join the **30th** Anniversary Celebration!

Smart Start of Mecklenburg County (SSMC) is proud to celebrate 30 years of mobilizing resources, forging partnerships, and supporting families to improve early childhood health, education and development. Created in 1993 by Governor Jim Hunt, Smart Start tackled the issue of children being unprepared to start school. Over the past 30 years, SSMC has been a leader in the community for early childhood, helping ensure that all children in Mecklenburg County enter kindergarten healthy and ready to succeed. Today, SSMC continues our mission by investing time and money in local, evidence-based early childhood initiatives, being a hub for research and collaboration to improve the lives of young children and their families, and serving as an incubator and funder of innovative ideas and practices within the birth-to-five space. Please join us in celebrating 30 years by supporting our 30th Anniversary campaign and events, ultimately helping us ensure that all children in Mecklenburg County turn five ready to thrive!

30th Anniversary Campaign

- Give a gift of \$30 or more and add your name to our donor wall.
- More opportunities to connect! Download our app, follow us on social media, and join us at local venues to introduce your family, friends, and colleagues to SSMC!

Partner Powered Conference

- On April 4, join us for *Convening the Voices of Leadership: A Conversation on Quality for Early Care & Education*, facilitated by the Trust for Learning and UNC-Chapel Hill. As early care and education professionals, we understand there are measures currently in place that ensure quality. However, this conversation will allow us to dive deeper and reframe fair and equitable rating criteria. As an organization founded on a core pillar of convening, we look forward to bringing together this group of leaders as an opportunity to share what you see and what you believe is needed and reconstruct a contemporary framework supporting a greater vision.
- On April 5, join us for a day-long training session offering two tracks around the theme of *Investing in You*, where you will learn skills to meet the needs of direct service staff and managers/administrators. Early childhood professionals will learn skills to support the growth and development of young children and gain a deeper understanding of the necessities to build strong, engaging relationships with families.

30th Anniversary Reception

- Join SSMC staff, partners, and supporters on April 4 for an evening reception celebrating 30 years of progress and networking!

For more information, please visit www.smartstartofmeck.org/30years or contact our Outreach Director, Tenille Alexander-Banner at talexander-banner@smartstartomeck.org



Sponsorship Opportunities

Presenting Sponsor (limited to 1 sponsor)

\$10,000

- Logo recognition on all 30th anniversary campaign print and digital (click-through links where available) marketing pieces and at all events throughout the duration of the campaign
- Logo recognition in one Charlotte Business Journal ad (Fall 2023)
- One organization representative to have the opportunity to provide remarks (live or pre-recorded, up to 3 minutes) during the 30th Anniversary Reception
- One 45-minute virtual employee learning session presented by SSMC
- Logo recognition in conjunction with SSMC on branded 30th anniversary memorabilia
- Opportunity to submit an article in SSMC's e-newsletter (pending approval, 250-word limit)
- Five guest reservations for the 30th anniversary reception
- Opportunity to provide branded items for three 30th anniversary events (enough for 500 attendees)
- Opportunity for one organization representative to be featured in a 30th anniversary video

Featured Event Sponsor* (limited to 3 sponsors)

\$5,000

- * Exclusive opportunity to sponsor one signature 30th anniversary event, including the Quality Symposium, Partner Powered Conference and 30th Anniversary Reception; specific event selection is not guaranteed and will be granted in order of sponsor commitment.
- Logo recognition on all print and digital (click-through links where available) marketing materials for the event (in conjunction with Presenting Sponsor)
- Logo recognition in one Charlotte Business Journal ad (Fall 2023)
- Three guest reservations to attend the 30th Anniversary Reception
- Full-page ad in the event program
- Logo recognition on all event materials
- Opportunity to provide branded items for giveaways (enough for 250 attendees)
- Opportunity to submit an article in SSMC's e-newsletter (pending approval, 250-word limit)

Core Pillar Sponsor

\$2,500

- Logo recognition on all 30th Anniversary Reception print and digital marketing materials (in conjunction with presenting sponsor)
- Sponsorship leveraged as campaign matching opportunity for one week during the campaign granting exclusive social media recognition (dedicated week TBD March 2023-December 2023)
- Two guest reservations to attend the 30th Anniversary Reception
- Opportunity to submit an article in SSMC's e-newsletter (pending approval, 250-word limit)
- Logo recognition in one Charlotte Business Journal ad (Fall 2023)

Pearl Sponsor

\$1,000

- Logo recognition on all 30th Anniversary Reception print and digital marketing materials (in conjunction with presenting and featured event sponsors)
- Two guest reservations to attend 30th Anniversary Reception
- Name recognition in one Charlotte Business Journal ad (Fall 2023)



Sponsor Confirmation

Contact Information

Name of firm, family or individual _____

Address _____

City _____ State _____ Zip _____

Contact _____

Phone _____ Email _____

Sponsorship Selection

- Presenting Sponsor \$10,000
- Featured Event Sponsor \$5,000
- Core Pillar Sponsor \$2,500
- Pearl Sponsor \$1,000

Recognition

Please write the sponsor name as it is to be listed in the marketing materials:

Please email a high-resolution .png of your current logo to kgrant@smartstartofmeck.org

Payment

- Please email me an invoice
- Check enclosed, payable to Smart Start of Mecklenburg County (with 30th Sponsor in memo line).
- Payment will be made online (www.smartstartofmeck.org/30years)
- Please charge my Visa, Mastercard, or American Express card.

Card Number _____ CSC # _____

Expiration Date _____

Signature _____

Thank you for helping children in Mecklenburg County turn five ready to thrive! For additional information, contact our Outreach Director, Tenille Alexander-Banner at talexander-banner@smartstartomeck.org