

## What is the *Afterschool for All Challenge*?

The *Afterschool for All Challenge* brings together high-level educators and afterschool decision makers with U.S. Representatives and Senators in the name of afterschool. The gathering provides panels and workshops addressing the hottest issues in afterschool, and sends a clear message to policymakers about the impact and importance of federal investment in afterschool programs.

### *Breakfast of Champions*

As always, the highlight of the 2014 *Challenge* will be our annual “Breakfast of Champions” on Capitol Hill on May 22, at which we honor people who are making a difference in afterschool, including Members of Congress, funders and state leaders. The breakfast is a great way to get exposure to and interact with these afterschool champions. We will also be holding a reception with all attendees, which will also be a great opportunity for corporate visibility.

### AUDIENCE REACH



#### Afterschool Alliance Email & Blog

**4,000+**

number of e-newsletter subscribers

**59,000+**

number of blog views in 2013



#### *Afterschool for All Challenge*

**571,000+**

number audience reached via media coverage (national newspapers/blogs)

**200+**

number of conference participants

**10,000 +**

number of *Challenge* page views

**200+**

number of policymakers



**Facebook:**  
/afterschoolalliancedc



**Twitter:**  
@afterschool4all

**4,400+**

number of facebook fans

**56%**

average percent of re-tweets

**652+**

number of impressions per post

**9,100+**

number of followers

## Sponsorship Benefits

In America today, more than 14 million young people are alone and unsupervised in the hours after school, before parents return home from work. As a sponsor, you will advance our mission to expand afterschool programs and show your leadership on this important issue. Quality afterschool programs keep kids safe, inspire them to learn and help working families.

Sponsorship benefits include:

- Recognition with company logo featured on selected electronic, social media and print promotional materials (depending on level of sponsorship).
- Signage with company logo at the event.
- Recognition on *Challenge* section of website for one (1) year.
- An opportunity to display literature at the conference.
- Special sponsor seating and designation at the *Breakfast of Champions*.



# Sponsorship Levels

Varying levels of sponsorship allow you to support afterschool in the way that best suits you.

	Afterschool Role Model	Afterschool Mentor	Afterschool Friend	Afterschool Ally
<b>Sponsorship Amount</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<b>Sponsorship Benefits</b>				
<b>Evening Reception Sponsorship</b>	<ul style="list-style-type: none"> <li>Prominent signage and speaking role at the reception</li> </ul>			
<b>Breakfast of Champions Sponsorship</b>	<ul style="list-style-type: none"> <li>Speaking role at "Breakfast of Champions"</li> <li>Photo opportunities with Members of Congress and award honorees</li> </ul>	<ul style="list-style-type: none"> <li>Speaking role at "Breakfast of Champions"</li> <li>Photo opportunities with Members of Congress and award honorees</li> </ul>		
<b>Traditional Media Placement</b>	<ul style="list-style-type: none"> <li>Mention in local and national news releases</li> </ul>	<ul style="list-style-type: none"> <li>Mention in local and national news releases</li> </ul>		
<b>Social Media Promotion</b>	<ul style="list-style-type: none"> <li>Article in Afterschool Advocate</li> <li>Blog entry in Afterschool Snack</li> <li>Four (4) Facebook updates</li> <li>Four (4) tweets</li> </ul>	<ul style="list-style-type: none"> <li>Blog entry in Afterschool Snack</li> <li>Two (2) Facebook updates</li> <li>Two (2) tweets</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) Facebook updates</li> <li>Two (2) tweets</li> </ul>	
<b>Print/Web Logo Placement</b>	<ul style="list-style-type: none"> <li>Listed on all promotional materials (program, event signage, gift bags)</li> <li>All marketing emails</li> <li>Afterschool Alliance <i>Challenge</i> web page for one (1) year</li> </ul>	<ul style="list-style-type: none"> <li>Listed on all promotional materials (program, event signage, gift bags)</li> <li>All marketing emails</li> <li><i>Afterschool for All Challenge</i> web page for one (1) year</li> </ul>	<ul style="list-style-type: none"> <li>Listed on select promotional materials (program, event signage)</li> <li>Select marketing emails</li> <li><i>Afterschool for All Challenge</i> web page for one (1) year</li> </ul>	<ul style="list-style-type: none"> <li>Listed on select promotional materials (program, event signage)</li> <li>Select marketing emails</li> <li><i>Afterschool for All Challenge</i> web page for one (1) year</li> </ul>
<b>Admission</b>	<ul style="list-style-type: none"> <li>Eight (8) tickets to the "Breakfast of Champions"</li> </ul>	<ul style="list-style-type: none"> <li>Six (6) tickets to the "Breakfast of Champions"</li> </ul>	<ul style="list-style-type: none"> <li>Four (4) tickets to the "Breakfast of Champions"</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) tickets to the "Breakfast of Champions"</li> </ul>



## Sponsor Acceptance Form

Yes, we will sponsor the 2014 *Afterschool for All Challenge* and “Breakfast of Champions.”

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

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

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

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

E-mail Address: \_\_\_\_\_

### Level:

_____ \$25,000 Afterschool Role Model	_____ \$10,000 Afterschool Mentor
_____ \$5,000 Afterschool Friend	_____ \$2,500 Afterschool Ally

### Payment Method:

_____ Sponsorship amount enclosed	_____ Invoice request
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The Afterschool Alliance is a 501(c)(3) tax-exempt organization. Checks should be made out to “**Afterschool Alliance.**” Please mail, email or fax this form to:

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