

childcare resources

CHAMPIONS for CHILDREN

charity breakfast

Thursday, April 24, 2025

8:30 to 9:30am

The Grand Bohemian Hotel, Mountain Brook

SPONSORSHIP OPPORTUNITIES



<https://champions.swell.gives> • lbarnacastle@ccr-bhm.org

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Calling All Champions! Yes, that's YOU!

Celebrating its eighth year, the *Champions for Children Charity Breakfast* is an inspirational morning to further the mission of Childcare Resources— ensuring young children receive quality education to build a strong foundation which sets them up for life-long learning and success.

In the past eight years, due in large part to funds raised from this event, Childcare Resources has distributed more than \$575,000 to support over 500 children through our Supplemental Child Care Program, provided nearly 2,200 training hours to child care providers across our community, and assisted more than 2,400 families with locating child care options for their young children.

On Thursday, April 24th, Childcare Resources will once again host our *Champions for Children Charity Breakfast* to raise critical funds to further our important work. Passionate volunteers, Board and Junior Board Members, supporters, and advocates for early childhood education will invite friends, family, and colleagues to join us for a one-hour, free program to help create quality early-learning opportunities and a strong academic start for young children across central Alabama.

Your SPONSORSHIP will provide BRIGHTER futures for children throughout central Alabama— the future leaders of our community!

Where and When

Thursday, April 24, 2025

8:30 to 9:30am

The Grand Bohemian Hotel, Mountain Brook



Sponsorship Opportunities

Levels & Benefits	\$15,000 Presenting Sponsor	\$10,000 Champion Sponsor	\$5,000 Gold Sponsor	\$2,500 Hero Sponsor	\$1,500 Star Sponsor
Number of families impacted by your gift*	15	10	5	2	1
Logo inclusion on the following:					
Cover of event program	✓				
Pinned post on Facebook and Instagram (3.4k followers)	✓				
Header image on Swell Fundraising event site	✓				
Table signage on all tables at the event	✓	✓			
Scrolling pre-event slideshow	✓	✓	✓		
Event Invitations and flyers	✓	✓	✓	✓	
Event Program for all guests (approx. 250-300)	✓	✓	✓	✓	
Childcare Resources website (with hyperlink)	✓	✓	✓	✓	✓
Swell Fundraising event site (with hyperlink)	✓	✓	✓	✓	✓
Pre-event invitations emailed to 2,500+ contacts	✓	✓	✓	✓	✓
Verbal recognition from the event stage	✓	✓	✓	✓	✓
Inclusion in pre- + post-event press releases	✓	✓	✓	✓	✓
Custom social media posts on agency accounts	5	4	3	2	1

**The average cost for one (1) year of child care for a family enrolled in our Supplemental Child Care Program is \$1,000 to \$1,600. While these numbers are meant to demonstrate impact, sponsorship dollars will be allocated to program area(s) of greatest need.*



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A La Carte Sponsorships

Sponsors receive exposure related to the specific item or area sponsored, as well as logo placement (with hyperlink) on Childcare Resources' website, Swell Fundraising website, inside the event program distributed to all guests and in pre- and post-event guest communications and emails.

Production Sponsor

In-kind support provided to our event production, including (but not limited to) all equipment needed to manage event livestream, production tech services, and video recording of event, or monetary sponsorship to cover expense of production equipment required for the event. **(Exclusive: 1 available)**

Mission Moment Sponsor

In-kind sponsorship of our Mission Moment video — the highlight of our breakfast program. **(Exclusive: 1 available)**

Valet Sponsor

Increase ease of attending our in-person event as the exclusive valet sponsor for our in-person guests. Includes the opportunity to provide a guest takeaway in addition to your monetary sponsorship. **(Exclusive: 1 available)**

Technology Sponsor

Be the exclusive sponsor of the Swell Fundraising software as our Technology Sponsor, with special recognition on the event's Swell Fundraising website. **(Exclusive: 1 available)**

Contact lbarnacastle@ccr-bhm.org for sponsorship amounts and availability.



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Count Us In! Sponsorship Participation Form

Sponsorship Level

- ☐ **Presenting Sponsor:** \$15,000
- ☐ **Champion Sponsor:** \$10,000
- ☐ **Gold Sponsor:** \$5,000
- ☐ **Hero Sponsor:** \$2,500
- ☐ **Star Sponsor:** \$1,500
- ☐ **A La Carte Sponsorship:** _____
- ☐ Donation to the event: \$ _____

Sponsor Contact and Company Details

Sponsor/Company Name: _____

Please list your name as you'd like it to appear in recognition

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ ☐ Work ☐ Home ☐ Cell

Email: _____

Payment Options

- ☐ Please **invoice** my company
- ☐ **Check** is enclosed made payable to Childcare Resources
- ☐ **Check** is in the mail made payable to Childcare Resources
- ☐ **Online:** <https://champions.swell.gives>

Please return completed form to:

Childcare Resources
ATTN: Development Department
244 W Valley Ave, Ste 200
Birmingham, AL 35209
lbarnacastle@ccr-bhm.org

Childcare Resources makes quality care and education of children happen by providing information, education, and assistance to families, providers of child care, and the community. Childcare Resources is a 501(c)3 non-profit organization and United Way of Central Alabama Partner Agency located in Birmingham, Alabama whose federal tax identification number is 63-0882628