

# ANNUAL SPONSORSHIPS

## Year-Round Benefits



### Platinum Sponsor – \$25,000

- Sponsorship featured in Foundation newsletter (7,500+ subscribers)
- Sponsorship announced on Twitter and Facebook (2,000+ fans)
- Logo displayed on Foundation website (60,000+ visitors annually)
- Logo displayed on luncheon invitations (1,000+ sent by mail and 7,500+ by email)
- Benefits at annual luncheon (500+ guests):
  - Opportunity to join keynote speaker for a private dinner
  - Verbal recognition from podium
  - Logo displayed via gobo projection
  - Invitation to VIP reception prior to event
  - Full page color ad in program book
  - Two tables for 10 guests each

### Gold Sponsor – \$15,000

- Sponsorship featured in Foundation newsletter (7,500+ subscribers)
- Sponsorship announced on Twitter and Facebook (2,000+ fans)
- Logo prominently displayed on Foundation website (60,000+ visitors annually)
- Logo displayed on luncheon invitations (1,000+ sent by mail and 5,000+ by email)
- Benefits at annual luncheon (500+ guests):
  - Verbal recognition from podium
  - Logo displayed via gobo projection
  - Invitation to VIP reception prior to event
  - 1/2 page color ad in program book
  - Two tables for 10 guests each

### Silver Sponsor – \$10,000

- Sponsorship featured in Foundation newsletter (7,500+ subscribers)
- Sponsorship announced on Twitter and Facebook (2,000+ fans)
- Logo displayed on Foundation website (60,000+ visitors annually)
- Logo displayed on luncheon invitations (1,000+ sent by mail and 5,000+ by email)
- Benefits at annual luncheon (500+ guests):
  - Verbal recognition from podium
  - Logo displayed via gobo projection
  - Invitation to VIP reception prior to event
  - 1/3 page color ad in program book
  - One table for 10 guests

### Bronze Sponsor – \$5,000

- Sponsorship announced on Twitter and Facebook (2,000+ fans)
- Logo displayed on Foundation website (60,000+ visitors annually)
- Benefits at annual luncheon (500+ guests):
  - Invitation to VIP reception prior to event
  - 1/4 page color ad in program book
  - One table for 10 guests

### Supporting Sponsor – \$3,000

- Sponsorship announcement on Twitter and Facebook (2,000+ fans)
- Logo displayed on Foundation website (60,000+ visitors annually)
- Benefits at annual luncheon (500+ guests):
  - 1/8 page color ad in program book
  - One table for 10 guests

# KIDS MEAN BUSINESS

## Why Early Learning Matters for Your Company



Supporting programs that serve children during their early learning years, birth through age five, is not just a great way to promote your company, it is a smart investment for your business. Why? Because today's early learners are tomorrow's business leaders.

### Support your bottom line

- Improve productivity and reduce employee absenteeism by supporting high-quality childcare
- Reduce public service costs by up to \$17 for every \$1 dedicated to early learning

### Support your community

- Demonstrate your belief that every child deserves a fair start
- Promote early learning programs that create better education, health, and social outcomes—and more capable and productive citizens

### Support your employees

- Engage employees and clients through our community events
- Show your employees that their families matter

Early learning not only benefits your business and community, but also ensures our nation is competitive in a global market. The National Science Board specifically recommends that core science, technology, engineering, and mathematics (STEM) concepts be included in Head Start and other early education programs. This ensures our children are ready for tomorrow's opportunities.

To learn about ways your business can partner with Foundation for Early Learning, please contact Jessica Cothran at 206.525.4801 x30 or [jessica@earlylearning.org](mailto:jessica@earlylearning.org).



## Investing in children's early learning makes economic sense

### FACTS:

- 56% of employed parents in Washington use child care on a regular basis
- 60% of Washington employers indicate they have trouble finding qualified applicants

"I DON'T THINK WE CAN BORROW AND SPEND OUR WAY OUT OF RECESSION, BUT I KNOW WE CAN EDUCATE OURSELVES OUT OF RECESSION."

Charlie Guildner  
Executive Vice President of Peoples Bank and  
Board Member of Foundation for Early Learning  
Mount Vernon, WA

# 2011 LEADERSHIP LUNCHEON

## About Our Signature Event



Foundation for Early Learning's annual luncheon is one of our most important outreach and fundraising tools **raising nearly \$250,000** for our work in support of early education.

**When:** Friday, March 18, 2011

**Where:** The Westin Hotel in downtown Seattle

**Who:** Nearly 600 guests including parents, preschool teachers, childcare providers, librarians, government officials, and business leaders from across Washington state

**Speakers:** Speakers in past years have included William C. Bell, of Casey Family Programs; presidents of both the University of Washington and Washington State University; and international expert and author on children and media Dr. Dimitri Christakis.

### **Special Additions:**

An expo for early learning vendors will take place alongside our main event. Following the luncheon, we will also host a salon discussion featuring local early learning experts. Last year's salon featured Dr. Bette Hyde of the Washington State Department of Early Learning and Nina Auerbach of Thrive by Five Washington.

"THERE IS NO WAY A HEALTHY SOCIETY CAN STAY HEALTHY IF, FUNDAMENTALLY, IT NEGLECTS EARLY LEARNING."

Eric Liu  
Author, Educator, Civic Entrepreneur  
and 2010 Leadership Luncheon Moderator

# WHY EARLY LEARNING

## About Our Work



Foundation for Early Learning began in 2000 with the belief that by changing the beginning, we can change the whole story. That is why we work to ensure all children are healthy and ready on their first day of school. We focus on inspiring local leaders, supporting parents as their child's first teacher, and reaching out to the most underserved children.

### Here are the facts

- **Children are born learning.** The more exposure children have in their earliest years to positive learning experiences, the stronger they become.
- **Children who are ready for kindergarten do better throughout their entire school career.** Children who begin school without the basics—such as recognizing colors or knowing how to share with others—feel frustrated and often develop negative attitudes toward school or risk falling behind or dropping out.
- **Strong early education programs benefit all of us.** They produce better education, health, and social outcomes and more capable and productive citizens.

### How we help

Our approach to early learning is unique because we support local leaders and bring community members together to collectively help their youngest learners. The cornerstone of our work is bringing together parents, teachers, childcare providers, librarians, business leaders and many others to form a community coalition. Together they develop a solution for a need specific to their community—from classes that help teen parents to a support network for parents of young children with a spouse deployed in the military.

We also distribute free educational publications for parents and caregivers in up to nine languages. Two of our most popular publications are *Getting School Ready!*<sup>®</sup> and *Ten Simple Ways to Encourage Learning*—easy-to-read booklets filled with information about how children learn. Last year we distributed over 65,000 publications across Washington state and the U.S.

In 2009, we launched a cutting-edge online social network called the Early Learning Community (ELC) available at [EarlyLearningCommunity.org](http://EarlyLearningCommunity.org). This online hub of resources has over 2,000 members connecting online.

We are a 501(c)(3) nonprofit lead by an esteemed board of directors and a staff of seven.