Small Change Makes a BIG Difference Teach-a-Thon Sponsorship Information

Join SFTA in our efforts to end child abuse and neglect by ensuring that all WI adults are prepared and knowledgeable in preventing child abuse and neglect. In 2016 we trained over 2,600 Wisconsin adults in child abuse and neglect prevention, surpassing our training goal by hundreds. In 2017, help us stop child maltreatment in WI by supporting SFTA’s annual Small Change Makes a Big Difference Teach-a-Thon.

**What is the Teach-a-Thon?**
In coordination with Child Abuse and Neglect Prevention month, SFTA and our member Child Care Resource & Referral (CCR&R) and Family Resource Center (FRC) agencies plan numerous child abuse and neglect prevention trainings throughout the month of April. Trainings are open to our usual audience of child care providers and families, but also to businesses, police and/or fire departments, hospitals, and other work and community settings. Our goal is to prepare as many Wisconsin adults as possible to recognize, stop and prevent child abuse and neglect.

**Opportunities for Sponsor Involvement/Support**
(We will adhere to sponsor brand and logo requirements).

<table>
<thead>
<tr>
<th></th>
<th>Premier Sponsor ($2,000)</th>
<th>Major Sponsor ($1,000)</th>
<th>Sponsor ($500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement and link on Teach-a-Thon webpage</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Posts every 2 weeks on Facebook and Twitter in April, recognizing contribution (*Weekly posts for Premier sponsors)</td>
<td>*X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on SFTA specific Teach-a-Thon training fliers</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Vocal mention of sponsorship within SFTA specific trainings</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Mention of sponsorship in press releases</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Mention of sponsorship on SFTA staff La Movida radio show: Apoyando Familias, Aprendiendo Juntos</td>
<td>X</td>
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<tr>
<td>Choice of Teach-a-Thon training (max. 3 hour training)</td>
<td>X</td>
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What is the return on your investment?
Aside from increasing your brand visibility, you are tying your sponsorship to an extremely worthy cause. Studies show that the first few years of life is a time of rapid brain development, meaning that children’s early experiences can shape the success of their future outcomes. Children with strong, positive early supports and education have been proven to have higher graduation and employment rates, lower rates of incarceration and need for public assistance, greater social emotional stability, and an overall higher rate of success. Teach-a-Thon contributions will go towards SFTA’s efforts to ensure positive early experiences for all Wisconsin children, by:

- Providing technical assistance to community-based organizations committed to young children
- Supporting focused advocacy efforts for young children and their families
- Building a reserve so that children and families in Wisconsin can always count on SFTA
- Funding innovative, local initiatives that have big impacts for young children

Questions about becoming a sponsor?
Contact: Kelly McClurg
608-443-4307
kelly@supportingfamiliestogether.org

Thank you for your continued support in our work on behalf of Wisconsin children and families.

Sincerely,

Jill Hoiting
SFTA Co-Director of Programs & External Relations

Erik Larson
Co-Director of Operations

700 Rayovac Drive, Suite 6 • Madison, WI 53711 • 1 (888) 713.KIDS • www.supportingfamiliestogether.org
Building systems and supporting quality care, resources and education to enrich the lives of children.
2017 Small Change Makes a Big Difference Teach-a-Thon Sponsorship Form

(Please note, this form can also be filled out and sent in electronically on our website: http://supportingfamiliestogether.org/small-change-makes-a-big-difference-sponsorship/)

Organization/Business Name: __________________________________________________________

Primary Contact: _____________________________________________________________________

Primary Contact Phone: ________________________ Primary Contact E-mail: __________________

Desired Sponsorship Level: (Please check only one option).

☐ Premier Sponsor ($2,000)  ☐ Major Sponsor ($1,000)  ☐ Sponsor ($500)

Please provide a brief synopsis of the purpose of your organization/business:

_____________________________________________________________________________________

Please provide the link to your organization/business website:

_____________________________________________________________________________________

Send completed form, along with organization/business logo (in web and print friendly formats) and any logo specifications to:

Kelly McClurg  
Supporting Families Together Association  
700 Rayovac Dr., Ste. 6  
Madison, WI 53711

– OR –  
kelly@supportingfamilliestogether.org