

way to grow™

# Shine Celebration

2018 Sponsorship  
Opportunities

Way to Grow Shine Celebration  
JW Marriott Minneapolis  
Mall of America  
October 13, 2018

**Carolyn Smallwood**  
Chief Executive Officer

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waytogrow.org

## Our Story

For almost 30 years, Way to Grow has worked to close the early childhood education gap for some of Minneapolis' most isolated families. Through home visits, high-quality preschools, parent classes, partner resources and referrals, health education, and family support, we provide the knowledge and tools needed to move our families forward and help their children succeed.

Through our holistic home visiting model, families are able to address their individual needs. And it's working! In 2017, 87% of our children entering kindergarten were deemed ready. What's more, we now see former Way to Grow children entering college and changing the future for the next generation. Every day we work to strengthen our community. You can too.

## Sponsoring Our Work

When you give to Way to Grow, your financial support has an immediate and direct benefit, empowering parents and children and strengthening the future vitality of our entire community.

The 2018 Shine Celebration is one way you can transform the lives of our families. Our event draws 400 individuals annually and is a great way to publicly show your support and enhance your reputation as a philanthropist in the Twin Cities community. What's more, this is an exceptional opportunity to build awareness for and positive attitude toward your work, as well as network with other individuals and organizations who share your same vision.

Sponsorship is more than a check, it is an investment in the future.

## The Value of Sponsorship

"Way to Grow reaches families and young children who face so many challenges, and year in and year out ensures that more than 85% are ready for school. That compares to a 50% average for all children living in poverty, and will change the lives of the children we reach forever. Way to Grow is a great investment—not only in our cities' children, but also in the long-term health of the community. Doug and I are proud to be longtime supporters."

— Julie Baker, Board Member

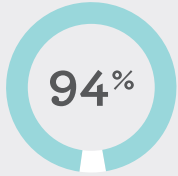
"I support Way To Grow because its mission is well-defined and highly achievable, yielding an impressive return on investment. When thousands of struggling families are given the resources and encouragement to get their children on track for success in school, the impact on them and the community is profound."

— Laurie Eibensteiner, Board Member

# Promise

Ensure the promise of a brighter future is within reach for everyone.

## HEALTH EDUCATION



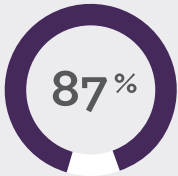
of newborns born at or above healthy birth weight

## TEEN PARENTING



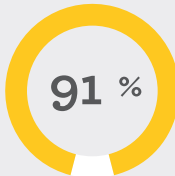
of parenting teens without a repeat pregnancy

## EARLY CHILDHOOD



of Way to Grow children prepared for kindergarten

## ELEMENTARY



of K-3 students improved on grade-level vocabulary assessments

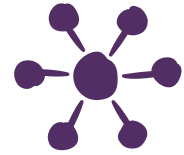
## Our Work in 2017



11,665  
home visits

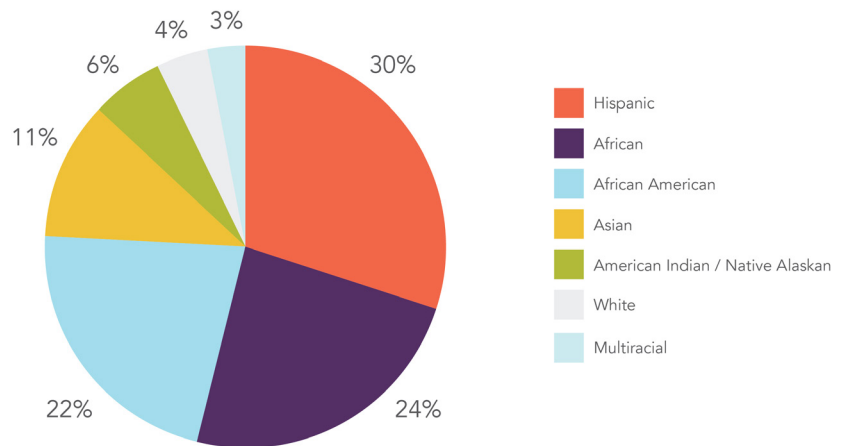


2,422  
clients served



2,353  
resource referrals

## Building Bridges



## Meet Tanee, Age 5

Tanee is an inquisitive, enthusiastic five year old with a love for all things about animals. While she does not attend preschool, Tanee works weekly with Juliet, her Family Educator, and closely with her mother Vang to prepare for kindergarten in the fall. "Mom has been practicing literacy with Tanee and takes it very seriously," says Juliet. "In between my weekly home visits, Mom works with Tanee on homework projects and reads to her regularly. In fact, Tanee is now helping her mother with speaking English during family reading time!"

Tanee has been learning her letters, shapes and colors, letter sounds, and rhyming words—along with counting and naming pictures and writing her name. "I'm ready for school!" Tanee proudly proclaims.

"Tanee loves to rehearse her ABC's with me and her older siblings," her mother notes. "In addition to her improved schoolwork, she's become more outgoing and adventurous. She wants to go everywhere! I'm so grateful for all that Way to Grow has done for our family."

Tanee's mother hopes that in the future she will study to become a nurse. But whatever path Tanee chooses, we know she is on her way to being a success!

# 2018 Way to Grow Shine Celebration

## Sponsorship Opportunities

### Shine Sponsor **\$25,000**

- Featured on website and social media
- Multi-media recognition throughout event
- Recognition from the podium
- Logo placement on event invitations
- Recognition in PR materials and event advertising
- Recognition in e-newsletter
- Logo placement and link on event web page
- Reserved priority seating

### Legacy Sponsor **\$15,000**

- Multi-media recognition throughout event
- Logo placement on event invitations
- Recognition in PR materials and event advertising
- Recognition in e-newsletter
- Logo placement and link on event web page
- Reserved priority seating

### Platinum Sponsor **\$10,000**

- Multi-media recognition throughout event
- Logo placement on event invitations
- Recognition in PR materials and event advertising
- Logo placement and link on event web page
- Reserved priority seating

### Gold Sponsor **\$5,000**

- Multi-media recognition throughout the event
- Logo placement on event invitations
- Logo placement on event web page
- Reserved priority seating

### Silver (Table) Sponsor\* **\$2,500**

- Multi-media recognition throughout the event
- Listed in program
- Reserved seating for 10

### Bronze Sponsor **\$500**

- Multi-media recognition throughout event
- Two tickets to the Shine Celebration

### Match Sponsor<sup>†</sup>

- Multi-media recognition throughout the event
- Recognition in PR materials and event advertising
- Logo placement on event web page
- Reserved priority seating

“

It takes a village to raise a child. Way to Grow is part of that village.

”

Chuck Doughty,  
Way to Grow Parent

### Contact us:

For more information, to purchase a table, or to become a sponsor, contact Susan Cossette at 612.874.4740 or [scossette@mplswaytogrow.org](mailto:scossette@mplswaytogrow.org).

\* Tables are seated in rounds of 10. Sponsors can purchase additional tickets at \$200 per person.

† Match Sponsors agree to match money raised during the live-ask portion of the event. Specific match amount is up to the donor.

## Sponsorship Form

Sponsor Name: \_\_\_\_\_

(List as you would like it to appear on any promotional materials.)

### Shine Sponsorship Level:

- Shine Sponsor \$25,000
- Legacy Sponsor \$15,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver (Table) Sponsor \$2,500      Number of tables: \_\_\_\_\_
- Bronze Sponsor \$500
- Match Sponsor \$ \_\_\_\_\_
- Other Amount \$ \_\_\_\_\_

### Sponsor Contact Information:

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

Title: \_\_\_\_\_

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

Email: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Payment Method:

- Check enclosed (payable to Way to Grow)
- Call for credit card information
- Send invoice to address above
- Charge to credit/debit card

Card Number: \_\_\_\_\_

Expiration (mm/yyyy): \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Name (as it appears on the card): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Register online at  
[waytogrow.org/events](http://waytogrow.org/events)  
or mail this form and your  
contribution to:

Way to Grow  
125 West Broadway Ave.  
Suite 110  
Minneapolis, MN 55411

For more information, contact:

Susan Cossette  
612.874.4740 or  
[scossette@mplswaytogrow.org](mailto:scossette@mplswaytogrow.org)