

EDUCATION
IS POWER

2025 Sponsorship Opportunities

Education Is Power
Spring Luncheon

Wednesday, May 14

Minneapolis Institute of Art
Reception Hall + MacMillan Atrium

Supporting
Parents Under
Pressure

Coco Du
Chief Executive Officer

Way to Grow
201 Irving Avenue North
Suite 100
Minneapolis, MN 55405
tel 612.874.4740
waytogrow.org

Way to Grow's Story

For over three decades, Way to Grow has been a leading model for early education, touching the lives of more than 66,000 parents and children.

Our mission continues as we work closely with parents and communities, ensuring children are born healthy, stay healthy, and are prepared for school. Meeting families in their homes or online, our holistic home visiting model strengthens families through resource referrals, parent education, health and wellness education, early childhood and elementary education, and teen parenting support.

Research shows high-quality early education is a proven indicator for an entire lifetime of academic success. *The work of Way to Grow goes beyond one child's early education journey - it deeply impacts the stability of the entire family and shapes the vitality of our community.*

We know that by investing in early education, our community will see fewer future dropouts, lower incarceration rates, higher lifetime incomes, and generational shifts that will lift families out of poverty.

Why We Do What We Do

Minnesota is often viewed as a leader in education, but when measuring by race and socioeconomic status, the numbers tell a different story. Minnesota students of color and students at an economic disadvantage are more likely to leave high school without a diploma than their peers in almost every other state.

The opportunity gap is a serious issue. Our children are beginning school unprepared and left behind. For over 35 years, Way to Grow has worked to bridge this gap and help generations of Twin Cities' families thrive.

Sponsoring Our Work

Way to Grow's Great By Eight program offers both in-person and virtual home visiting opportunities, removing barriers and reaching more families in Minneapolis, Brooklyn Park, Brooklyn Center, St. Louis Park, Richfield and surrounding suburbs. With your financial support, our Family Educators connect with families throughout the Twin Cities and provide over 13,000 home visits each year.

Sponsorship is more than a check, it's an investment now and into the future! When you give to Way to Grow, your financial support has an immediate and direct impact, empowering parents and children while strengthening the future vitality of our whole community.

About The Event

Parenting today comes with unprecedented challenges, and mental health is at the heart of family well-being. The former U.S. Surgeon General identified parenting as a national mental health crisis, and the urgency for action has never been greater.

Education Is Power, Way to Grow's spring luncheon, is an annual event intended to center our community and bring forward a topic impacting the education equity of children and families in Minnesota. This year's Education Is Power will explore the pressures families face, while offering strategies for change.



Event Details

DATE: Wednesday, May 14

LOCATION: Minneapolis Institute of Art
2400 3rd Avenue South
Minneapolis, MN 55404

TIME: 11:15 am – 1:15 pm

- 11:15 am, MacMillan Atrium, networking & bubbly
- 11:45 am, Reception Hall opens, plated lunch
- 12:00 pm, Program begins
- 1:15 pm, Program concludes

PARKING: Free street parking and surface lots available. Off-street garage parking available for purchase.

**Pre-paid parking included in sponsorships, see details below.*

2025 Sponsorship Opportunities

Platinum Sponsorship **\$10,000**

- Sponsor listing in program & signage
- Logo placement on event invitations *
- Logo placement on event web page
- Recognition in event communications
- Reserved seating for 10 guests (1 Table)
- Pre-paid parking for 10 guests

Silver Sponsorship **\$3,000**

- Sponsor listing in program & signage
- Logo placement on event invitations *
- Logo placement on event web page
- Recognition in event communications
- Reserved seating for 10 guests (1 Table)
- Pre-paid parking for 10 guests

Gold Sponsorship **\$5,000**

- Sponsor listing in program & signage
- Logo placement on event invitations *
- Logo placement on event web page
- Recognition in event communications
- Reserved seating for 10 guests (1 Table)
- Pre-paid parking for 10 guests

Bronze Sponsorship **\$1,500**

- Recognition in event communications
- Reserved seating for 10 guests (1 Table)
- Pre-paid parking for 10 guests

Table Ambassador **\$750**

- Reserved seating for 5 guests
- Pre-paid parking for 5 guests

** Please contact us to learn more about time sensitivity for printing deadlines.*

Questions?

For sponsorship questions, please contact Jessica Waller at jwaller@mplswaytogrow.org or 612.274.2814

Sponsorship Form

Sponsor Name: _____

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

Complete your sponsorship online at waytogrow.org/eip or mail this form and your contribution to:

Way to Grow

201 Irving Avenue North
Suite 100
Minneapolis, MN 55405

Questions?

Please contact Jessica Waller at
jwaller@mplswaytogrow.org or
612.274.2814

Shine Sponsorship Level:

- | | |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 |
| <input type="checkbox"/> Silver Sponsor | \$3,000 |
| <input type="checkbox"/> Bronze Sponsor | \$1,500 |
| <input type="checkbox"/> Table Ambassador | \$750 |
| <input type="checkbox"/> Single Ticket | \$75 |
| <input type="checkbox"/> Other Amount | \$ _____ |

Sponsor Contact Information:

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Payment Method:

- Check enclosed (payable to Way to Grow).
If paying via a Donor Advised Fund, please contact Kim Bowman at 612.281.4444 for details regarding tax deductible information.
- Send invoice to address above
- Call phone listed above for credit card information
- Charge to credit/debit card (complete card details below):

Cardholder Name (as it appears on the card): _____

Card Number: _____

Expiration (mm/yy): _____ Security Code : _____

Billing Address (if different from address listed above): _____

City: _____ State: _____ Zip: _____

Signature: _____