



Education is Power

2026 Sponsorship Opportunities

Event Details:

Wednesday, May 13, 2026

11:30 am–1:00 pm

11:30 am: Reception

12:00 pm: Program

Minneapolis Institute of Art
2400 3rd Avenue South, Minneapolis
Reception Hall + MacMillan Atrium

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 through home visiting, 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. We meet families in their homes and 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 and personal 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 measured by race and socioeconomic status, the numbers tell a different story. Minnesota students of color and students at an economic disadvantage are less likely to leave high school with 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 36 years, Way to Grow has worked to bridge this gap and help generations of Twin Cities' families thrive.

Sponsoring Our Work

Sponsorship is more than a dollar amount. 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. Your gift empowers parents and children, strengthening the future vitality of our whole Twin Cities community.

About the Event

Education is Power, Way to Grow's spring luncheon, brings our community together around a simple truth: children thrive when the adults in their lives have the wrap-around support and tools they need.

Whether you're currently raising children, reflecting on those years, or simply believe that strong families build strong communities, this event is for you. Way to Grow focuses on what makes the biggest difference through trusted relationships and everyday moments that happen outside of the classroom. There is no such thing as perfect parenting, only consistent and meaningful ways to connect each day.

Join us as we celebrate alongside the **Mom Enough** podcast. Doctors Marti and Erin Erickson mark twenty years of making parenting wisdom accessible and practical for families. Together, we'll explore how Way to Grow's trusted home-visiting program and Mom Enough's expertise support families and everyone who champions them.

What we do together matters.



EARLY CHILDHOOD

72% of Way to Grow children prepared for kindergarten



ELEMENTARY EDUCATION

83% of K-3 students demonstrated growth in reading level assessments



PARENT ENGAGEMENT

88% of families attended parent-teacher conferences



HEALTH EDUCATION

100% of newborns born at or above healthy birth weight



LITERACY SUPPORT

73% of parents read to their children 3x or more per week

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Questions?

Melissa Meyer

Vice President of Development

mmeyer@mplswaytogrow.org

TEL 612.874.4740

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2026 Education is Power Sponsorship

Platinum Sponsor **\$10,000**

- Verbal recognition during the event
- Featured on website and social media
- Sponsor listing in program and signage
- Logo placement on event invitations *
- Logo placement on event webpage
- Recognition in event communications
- Recognition in e-Newsletter
- Reserved seating for 10 guests (one table)

Silver Sponsor **\$3,000**

- Sponsor listing in program and signage
- Logo placement on event invitations *
- Logo placement on event webpage
- Reserved seating for 10 guests (one table)

Gold Sponsor **\$5,000**

- Featured on social media
- Sponsor listing in program and signage
- Logo placement on event invitations *
- Logo placement on event webpage
- Recognition in event communications
- Reserved seating for 10 guests (one table)

Bronze Sponsor **\$1,500**

- Recognition in event communications
- Reserved seating for 10 guests (one table)

Table Ambassador **\$750**

- Reserved seating for 5 guests

* Deadline to be included in the printed invitation is Wednesday, February 25, 2026.

Sponsorship Level:

- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$3,000
- Bronze Sponsorship \$1,500
- Table Ambassador \$750
- Single Ticket \$75
- Other Amount \$ _____

Sponsor Contact Information:

Name as you would like it to appear on any promotional materials:

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Payment Method (select one):

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

If paying via a Donor Advised Fund, please contact Kim Bowman at 612.281.4444 for details regarding tax deductible information.

Payment Information (for credit card payments only):

Card Number: _____

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

Cardholder Name (as it appears on the card):

Billing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____