

SPONSORSHIP OPPORTUNITIES



About KYA

Kentucky Youth Advocates believes all children deserve to be safe, healthy, and secure. As the independent voice for Kentucky's children, we work to ensure policymakers create investments and policies that are good for all children and help amplify the voices of kids and families across the commonwealth.

We also conduct research and education that informs and recommends solutions to help kids and families succeed, and we present the "state of kids" to communities to help people know how children are faring and how to address problems. We mobilize advocates to take action on behalf of kids and families through rallies, advocacy trainings, partnerships, and action alerts. We help families through our case advocacy program and serve as their guide when they don't know where to turn. And we engage youth by training the next generation of leaders to advocate for themselves and their communities.

With thousands of materials distributed and event attendees, hundreds of media stories, and more than a million social media impressions each year, KYA is working to make Kentucky the best place in America to be young.

Help us make an impact!



As we connect with advocates, we invite businesses, foundations, and community partners to join us in building a brighter future for Kentucky kids. Corporate sponsors are essential partners in our work. Sponsorship benefits include logos on marketing materials and social media promotion, and some include speaking opportunities, VIP invitations, mentions in press releases, and more.

PHILANTHROPY AND GRANTS

Your organization can help us achieve our mission while meeting your own corporate responsibility goals. With funding from grants and fees for service, we can have an even greater impact on Kentucky kids and families.



Your organization's products or services can also help us in our work. Whether you provide supplies, data, expertise, or something else entirely, you have the opportunity to help us lift up and empower Kentucky communities.

SPONSORSHIP PACKAGES



This engaging, event-filled week features inperson and virtual gatherings, opportunities to connect with legislators, and leadership activities for youth. Sponsors help us mobilize advocates for the Day at the Capitol, host legislator conversations, recognize champions for children, and much more.





Sponsors of the Kentucky KIDS COUNT project make it possible for thousands of advocates, child-serving professionals, legislators, and more to access an annual report card for kids. That data – available through the County Data Book, General Assembly Calendar, and beyond – advances the well-being of kids across the Commonwealth.





Bounce Grand Rounds is a community learning opportunity for professionals to hear a case study about children who have struggled with adversity and collaboratively brainstorm interventions and resources that can change the trajectory for those young people. Sponsors allow us to keep Bounce Ground Rounds events, which take place twice a year and build skills in professionals and connections among community members who care about the future of kids and their families, free and inclusive.





Kentucky Oral Health Coalition (KOHC) is a group of concerned citizens, advocates, and professionals working together to improve oral health across Kentucky. Sponsors help KOHC provide an annual statewide convening that brings together a diverse and large number of leaders in the oral health community to increase dental awareness, develop strategies to improve oral health, and increase access to care. You can also support KOHC through various levels of membership and/or sponsorship that help sustain the coalition's work.



。 TRUE UP CHARRETTES SPONSORS

True Up Charrettes Sponsors help us offer events where foster care alumni and those who work with foster youth can share valuable updates around their work, benefit from a space for collaboration, and learn about opportunities to help improve the foster care system.

trueupky.org

Get Involved

The initiatives and projects included in this packet are only some of the many projects and programs led by Kentucky Youth Advocates. For information about our other initiatives, visit kyyouth.org. To express interest in being a sponsor for any of our programs, please email kdimar@kyyouth.org.

Children's Advocacy Week Sponsorship Opportunities



For more than 20 years, KYA and our fellow advocates for kids have gathered in Frankfort for Children's Advocacy Day, filling the halls of the Capitol and asking their elected officials to step up for Kentucky kids. What was once a day is now an event-filled week, which features inperson and virtual gatherings, opportunities to connect with legislators, leadership activities for youth, and VIP events.

Bronze SPONSOK \$1,000

- 2 tickets to VIP event with legislators
- Logo on all signs at in-person events
- Logo displayed on-screen during virtual events
- Logo on website
- Included in recap blog
- Social media promotion

Silver SPONSOR \$2,500

- 2 tickets to VIP event with legislators
- Logo on all signs at in-person events
- Logo displayed on-screen during virtual events
- Recognition during virtual advocacy trainings with youth
- Logo on online advocate social media gallery
- Logo on website
- Included in recap blog
- Social media promotion

Gold SPONSOK \$3,500

- 3 tickets to VIP event with legislators
- Logo on all signs at in-person events
- Logo displayed on-screen during virtual events
- Logo on online advocate social media gallery
- Mentioned in caption of live social media video of rally and other streamed sessions
- Tagged in Facebook album of event photos
- Included in recap blog
- Logo on website
- Prominent social media promotion

Platinum SPONSOR \$5,000

- 5 tickets to VIP event with legislators
- Included in press release
- Verbal thank you during rally
- Opportunity to welcome advocates to a virtual event session
- Recognition during virtual advocate trainings
- Logo on all signs at in-person events
- Logo displayed on-screen during virtual events
- Included in recap blog
- Logo on website
- Prominent social media promotion

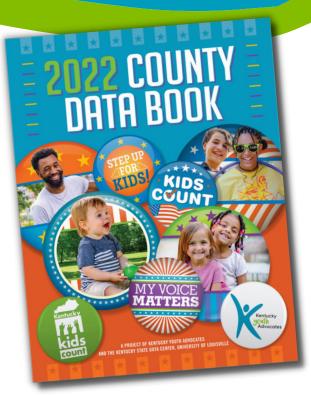
Kentucky KIDS COUNT Project





Kentucky Youth Advocates believes that what gets measured, gets changed.

For more than 30 years, Kentucky KIDS COUNT has provided the latest child well-being data. Because it is seen and used by everyone from groups of youth in Eastern Kentucky to Cabinet secretaries in Frankfort, KIDS COUNT data is a catalyst for change. Much of the data is available disaggregated by race, making it an important tool to advance racial equity in Kentucky. We at Kentucky Youth Advocates use that data as the foundation for policy recommendations, and many others across the state — including educators, government officials, social workers, and more — utilize the book for everything from grant proposals to classroom materials.



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Annual KIDS COUNT County Data Book

Each year, Kentucky Youth Advocates releases the KIDS COUNT County Data Book, which provides data on 17 measures of child well-being and data profiles for each Kentucky county. Numerous media outlets throughout the state typically cover the book release, reaching more than 1 million Kentuckians, and through our social media platforms, tens of thousands of people are engaged throughout the launch campaign.

Kentucky General Assembly KIDS COUNT Calendar

Every legislator — along with key members of the executive branch — receives a General Assembly KIDS COUNT Calendar. Each page of the calendar, which counts down the days of the legislative session, features a data point or other information that encourages legislators to put kids first when developing policy. Every calendar page is also shared across all social media channels on that day of the session. Legislators and their senior staff have told us how valuable the calendars are in providing data and inspiration.



Kentucky KIDS COUNT Project Sponsorship Opportunities



As a sponsor of the Kentucky KIDS COUNT project, you will make it possible for thousands of advocates, child-serving professionals, legislators, and more to access an annual report card for kids. That data – available through the County Data Book, General Assembly Calendar, and beyond – advances the well-being of kids across the Commonwealth.

Kentucky Youth Advocates invites you to join us as a sponsor of the Kentucky KIDS COUNT project. Together, we can make Kentucky the best place in America to be a kid.

Bronze SPONSOR \$1,000

- Logo in the County Data Book
- Logo in the General Assembly Calendar delivered to all legislators
- Recognition at press conference for County Data Book release
- Logo on the Kentucky Youth Advocates' website
- Social media and email promotion

Silver SPONSOK \$2,500

- Quarter-page ad in the County Data Book
- Logo in the County Data Book
- Logo in the General Assembly Calendar delivered to all legislators
- Recognition at press conference for County Data Book release
- Logo on the Kentucky Youth Advocates' website
- Social media and email promotion

Gold SPONSOR \$5,000

- Half-page ad and logo in the County Data Book
- Prominent logo in the General Assembly Calendar delivered to all Kentucky legislators
- Recognition at press conference for County Data Book release
- Listed as sponsor in press release announcing the County Data Book
- Recognition as sponsor in letters to elected officials accompanying the County Data Book
- Logo on the Kentucky Youth Advocates' website
- Social media and email promotion

Platinum SPONSOR \$15,000

- Full-page sponsor feature and logo in the County Data Book
- Full-page ad in the General Assembly Calendar delivered to all legislators
- Prominent recognition at press conference for County Data Book release
- Listed as sponsor in press release announcing the County Data Book
- Recognition as sponsor in letters to elected officials accompanying the County Data Book
- Logo on the Kentucky Youth Advocates' website
- Social media and email promotion



Sponsorship Opportunities



Bounce builds the resiliency of children, adults, and families by improving knowledge about the impact of adverse childhood experiences (ACEs) and the skills to help people bounce back from adversity.

Bounce Grand Rounds is a community learning opportunity where professionals hear a case study about children who have struggled with adversity and collaboratively brainstorm interventions and resources that can change the trajectory for those young people. These events take place twice a year and build professional skills and connections among community members who care about the future of kids and their families.

We are committed to keeping Bounce Grand Rounds events inclusive and free and this is only possible with the support of our sponsors.

Bronze Sponsor \$500

- Logo on screen during event and, if in person, on event signage
- Thank you during event
- Organization name on Bounce website
- Social media promotion
- Included in follow-up email to attendees

Silver SPONSOR \$1,000

- Logo on screen during event and, if in person, on event signage
- Thank you during event
- Recognition in Bounce emails promoting Grand Rounds
- Logo on Bounce website
- Prominent social media promotion
- Included in follow-up email to attendees

Gold SPONSOR \$2,500

- Logo on screen during event and, if in person, on event signage
- Thank you during event
- Logo included on all materials provided to participants, such as the agenda and case study
- Recognition in Bounce emails promoting Grand Rounds
- Logo on Bounce website
- Prominent social media promotion
- Included in follow-up email to attendees

Kentucky Oral Health Coalition Partnership Opportunities



Kentucky Oral Health Coalition (KOHC) is a group of concerned citizens, advocates, and professionals working together to improve oral health across Kentucky. For more than 10 years, KOHC has been advocating to expand school-based oral health services, improve oral health awareness, and increase access to oral health care. This work can only be sustained by the support of members, donors, and sponsors.

Sponsors help KOHC provide an annual statewide convening that brings together a diverse and large number of leaders in the oral health community, including health advocates, health professionals, educators, and students, to increase dental awareness, develop strategies to improve oral health, and increase access to care. You can also support KOHC through various levels of membership and/or sponsorship that help sustain the coalition's work.

Membership \$10-\$500

- Vote on coalition decisions, including policy priorities, election of officers, and other coalition related decisions
- Invited to all coalition meetings, activities, and workgroups
- Access to dental and dental hygiene CEUs for quarterly and annual coalition meetings. Organizational members can choose to add individuals within their organization to participate and receive CEUs
- Organizational logos included on various publications, promotional materials, and related documents online and print

Virtual Meeting SPONSOK \$500

- Logo on screen during quarterly virtual meeting
- Thank you during auarterly meeting
- Recognition on KOHC emails promoting guarterly meeting
- Logo on KOHC website
- Social media promotion
- Included in follow-up email to attendees

Annual Meeting SPONSOR \$1,000

- Prominent logo placement on event signage
- Thank you during annual meeting
- 5-7 minute speaking opportunity during annual meeting
- Exhibit table at annual meeting
- Recognition on KOHC emails promoting the annual meeting
- Logo on KOHC website
- Social media promotion
- Included in follow-up email to attendees

Premier SPONSOK \$2.500

- Organizational membership
- Logo on screen during all annual meetings
- Logo on event signage
- Exhibit table at annual meeting
- Thank you during all KOHC events
- Recognition on KOHC emails
- Logo on KOHC website
- Social media promotion
- Included in follow-up emails to annual meeting attendees

True Up Sponsorship Opportunities



True Up is an initiative to empower young people in foster care to gain the critical life skills they need to make a successful transition from a structured environment to self-sufficiency in our communities.

True Up Charrettes allow foster care alumni and those who work with foster youth to share valuable updates around the work, create a space for collaboration, and hear from community partners about opportunities to help improve the foster care system.

Bronze Sponsor \$500

- Logo featured on event signage
- Thank you during event
- Organization name on True Up website
- Social media promotion
- Included in follow-up email to attendees

Silver SPONSOR \$750

- Logo featured on event signage
- Thank you during event
- Recognition in emails promoting True Up Charrettes
- Logo on True Up website
- Prominent social media promotion
- Included in follow-up email to attendees

Gold SPONSOR \$1,000

- Logo prominently featured on event signage
- Thank you during event
- Logo included on all materials provided to attendees
- Recognition in emails promoting True Up Charrettes
- Logo on True Up website
- Prominent social media promotion
- Included in follow-up email to attendees



More Information



The initiatives and events included in this packet are just some of the many projects and programs led by Kentucky Youth Advocates. Read on for information about some of our other initiatives, and visit kyyouth.org for more details and ways to get involved. To express interest in being a sponsor for any of these programs or initiatives, please email kdimar@kyyouth.org.

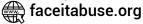


Bloom Kentucky is an initiative supported by several organizations from grantmaking Commonwealth who are all invested in ending Adverse Childhood Experiences (ACEs). The Bloom Kentucky initiative is focused on statewide policy change that aims to prevent and mitigate the impact of childhood adversity.





The Face It® Movement, conceived and created in 2012 as a response to the public outcry against the increasing number of child abuse deaths in the Commonwealth, officially launched in April 2013 as an initiative led by Kosair for Kids. Face It directly addresses the unacceptable incidences of child abuse and neglect in Kentucky with the promotion of best practices in child abuse prevention and intervention, engaging the community, advocating for effective policies to improve the child welfare system.





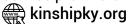
To intentionally engage and empower those with lived expertise as a parent who has interacted with the child welfare system, the Birth Parent Advisory Council now officially recognizes itself as KY SEAT.





KINSHIP FAMILIES Kinship Families COALITION

The Kinship Families Coalition of Kentucky is a community group dedicated to raising awareness of the issues surrounding kinship care in Kentucky and forwarding recommendations for policy changes to increase supports for kinship families. Members from across the state of Kentucky include relative caregivers, advocacy organizations, and support service providers.





THRIVING FAMILIES. Thriving Families Safer Children SAFER CHILDREN

Thriving Families, Safer Children Kentucky works alongside people with lived experience to rethink child welfare by creating conditions for strong, healthy communities where families are supported and children are free from harm.

kyyouth.org/tfscky



Youth are the experts of their own lived experiences, and their leadership is important in advocacy. At Kentucky Youth Advocates, we work in partnership with various groups of youth throughout Kentucky, including Face It Youth Ambassadors, Health Youth Ambassadors, and the True Up Peer Network, to address policy needs across various sectors. Kentucky Youth Advocates engages youth by training the next generation of young leaders to find their voice and advocate for themselves and their communities.

kyyouth.org/youth