



Audience Reach

65,000+ number of e-newsletter subscribers

37,000+ number of blog views in 2011



Afterschool for All Challenge

480,000+ number of *Challenge* media hits (national newspapers/blogs)

21,000 + number of *Challenge* page views

350+ number of conference participants

200+ number of policymakers involved



@afterschool4all

3,800+ number of followers on twitter

42% average percent of re-tweets



afterschoolalliancecd

3,000+ number of facebook fans

2,000+ number of impressions per post



Afterschool Alliance

2012 Afterschool for All Challenge Conference Sponsorship Packages

What is the *Afterschool for All Challenge*?

The *Afterschool for All Challenge* brings together afterschool program staff, city and state leaders, youth, parents, educators and U.S. Representatives and Senators in the name of afterschool. The gathering provides

panels and workshops addressing the hottest issues in afterschool, and sends a clear message to policymakers about the impact and importance of federal investment in afterschool programs.

Why support the *Afterschool for All Challenge*?

In America today, more than 14 million young people are alone and unsupervised in the hours after school, before parents return home from work. As a sponsor, you will advance our mission to expand afterschool programs and show your leadership on this important issue. Quality afterschool programs keep kids safe, inspire them to learn and help working families.

Sponsorship benefits include:

- Recognition with company logo featured on selected electronic, social media and print promotional materials (depending on level of sponsorship).
- Signage with company logo at the event.
- Recognition on *Challenge* section of website for one (1) year.
- An opportunity to display product literature at the conference.
- Special sponsor seating and designation.



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NATIONAL
AfterSchool
ASSOCIATION



www.afterschoolalliance.org

Sponsorship Levels

Varying levels of sponsorship allow you to support afterschool in the way that best suits you.



	Afterschool Champion / Youth Sponsor	Afterschool Role Model	Afterschool Mentor	Afterschool Friend	Afterschool Ally
Sponsorship Amount	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Sponsorship Benefits					
Youth Sponsorship	<ul style="list-style-type: none"> Covers all expenses for a youth leader and chaperone from sponsor-identified market 				
Photo Opportunities	<ul style="list-style-type: none"> Members of Congress Award Honorees 	<ul style="list-style-type: none"> Members of Congress Award Honorees 			
Event Participation	<ul style="list-style-type: none"> Speaking role at "Breakfast of Champions" Special recognition with sponsored youth and Members 	<ul style="list-style-type: none"> Speaking role at "Breakfast of Champions" 			
Media Placement	<ul style="list-style-type: none"> Mention in local and national news releases Special placement efforts around youth sponsorship 	<ul style="list-style-type: none"> Mention in local and national news releases 	<ul style="list-style-type: none"> Mention in local and national news releases 		
Social Media Buzz	<ul style="list-style-type: none"> Article in Afterschool Advocate Blog entry in Afterschool Snack Four (4) Facebook updates Four (4) tweets 	<ul style="list-style-type: none"> Article in Afterschool Advocate Blog entry in Afterschool Snack Four (4) Facebook updates Four (4) tweets 	<ul style="list-style-type: none"> Blog entry in Afterschool Snack Two (2) Facebook updates Two (2) tweets 	<ul style="list-style-type: none"> Two (2) Facebook updates Two (2) tweets 	
Full Challenge Registration	<ul style="list-style-type: none"> Eight (8) full conference registrations 	<ul style="list-style-type: none"> Four (4) full conference registrations 	<ul style="list-style-type: none"> Two (2) full conference registrations 	<ul style="list-style-type: none"> One (1) full conference registration 	
Breakfast of Champions	<ul style="list-style-type: none"> Eight (8) tickets to the "Breakfast of Champions" 	<ul style="list-style-type: none"> Four (4) tickets to the "Breakfast of Champions" 	<ul style="list-style-type: none"> Four (4) tickets to the "Breakfast of Champions" 	<ul style="list-style-type: none"> Two (2) tickets to the "Breakfast of Champions" 	<ul style="list-style-type: none"> Two (2) tickets to the "Breakfast of Champions"
Sponsorship Recognition & Logo Visibility	<ul style="list-style-type: none"> Listed on all promotional materials (program, event signage, gift bags) Media releases All marketing emails Afterschool Alliance <i>Challenge</i> web page for one (1) year 	<ul style="list-style-type: none"> Listed on all promotional materials (program, event signage, gift bags) Media releases All marketing emails Afterschool Alliance <i>Challenge</i> web page for one (1) year 	<ul style="list-style-type: none"> Listed on all promotional materials (program, event signage, gift bags) All marketing emails Afterschool Alliance <i>Challenge</i> web page for one (1) year 	<ul style="list-style-type: none"> Listed on select promotional materials (program, event signage) Select marketing emails Afterschool Alliance <i>Challenge</i> web page for one (1) year 	<ul style="list-style-type: none"> Listed on select promotional materials (program, event signage) Select marketing emails Afterschool Alliance <i>Challenge</i> web page for one (1) year



Afterschool Alliance
AFTERSCHOOL FOR ALL

Sponsor Acceptance Form

Yes, we will sponsor the 2012 *Afterschool for All Challenge* and “Breakfast of Champions.”

Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____

E-mail Address: _____

Level:

_____ \$50,000 Afterschool Champion – Sponsor a Youth Leader

_____ \$25,000 Afterschool Role Model _____

_____ \$10,000 Afterschool Mentor

_____ \$5,000 Afterschool Friend _____

_____ \$2,500 Afterschool Ally

Payment Method:

_____ Sponsorship amount enclosed _____

_____ Invoice request

The Afterschool Alliance is a 501(c)(3) tax-exempt organization. Checks should be made out to “**Afterschool Alliance.**” Please mail, email or fax this form to:

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