



**Free School Supplies
2018 Program Sponsorship**

Dear Back 2 School Supporter,

Here in Illinois our state and families are still struggling. Schools don't have the funds and too many parents can't afford to buy even the basic school supplies for their kids. For the past 13 years the Back 2 School Program has sent over 157,000 underprivileged children back to school with the tools they need to succeed in the classroom. This year, we plan to distribute a record number, 35,000-40,000 of our signature Back 2 School kits. In 2018, we want to go help even more children from low income Illinois families so need your generous support!

In partnership with the YMCAs, Chicago's DFSS, (serving homeless Youth) and Operation Homefront (serving military families), Boys & Girls Clubs, JCC's, Illinois Department of Children & Family Services (serving foster families) Catholic Charities and others community organizations we are reaching low income families throughout the state. We will be adding additional distribution partners to help with our ever increasing distribution needs.

Back 2 School Illinois program is the State's largest school supply initiative of its kind. The bulk of our school supplies are distributed during a series of distribution events so students can start the school year off right. This not only has a positive effect on their classroom performance but their self-esteem as well. It also reduces the financial burden on parents as well as teachers, that often reach into their own pockets to provide for a child in need.

With our expanding support base, the 2018 program will be our best ever. By becoming a sponsor, you and your company will not only be helping a very worthwhile cause but will receive very positive exposure as well. We hope you will consider joining our program or continuing your support as a sponsor. With over 1.2 million children in Illinois that come from families that can't afford to buy even basic school supplies, we have a long way to go but together, we can make it happen...together!

Regards,

Matthew Kurtzman
Chief Executive Officer

Back 2 School Program Overview

Back 2 School Program Facts

- **One million** Illinois students live in low-income households whose families struggle to buy school supplies.
- Illinois' largest Back 2 School initiative.
- **4.7 million** school supplies have been given out since the program's inception.
- Received **3** Activa Community Awards from Financial Service Centers of America in 2008, 2011 and 2014.
- Distributed school supplies at more than **130** locations through community partnerships with: YMCA's, Boys & Girls Clubs, Operation Homefront (military families), JCC Chicago, Chicago Public Schools, AUSL, DFSS (homeless children) DCFS (foster children), Vietnamese Association of Illinois, UCAN
- **2017 by the numbers:**
 - **35,000 - 40,000*** children (ages 3-18) received school supplies.
 - **400 Children** were treated to an afternoon of educational and motivational activities.
 - **33 sponsors** participated including; Western Union, MB Financial Bank, Starbucks, NBC Universal Comcast, Republic Bank, Kits for Kidz, CA Ventures, and Allstate.



Back 2 School 2018 Program Sponsorship



Sponsorship Poster from 2017 Program; displayed in hundreds of locations including Currency Exchanges, Boys & Girls Clubs, YMCA's, JCC's and military bases throughout Illinois.

2017 Community Partners Distribution List (partial):

- YMCA of Metro Chicago
- Boys & Girls Clubs of Chicago
- Operation Homefront (Military Families)
- JCC Chicago
- Chicago Department of Family & Support Services (Homeless Children)
- Illinois Department of Children & Family Services (Foster children)
- Catholic Charities
- AUSL
- Chicago Public Schools
- Chicago Park District
- Little Black Pearl (Arts High School)
- The Harbour (NW Suburbs - Homeless Youth)
- Camp of Dreams
- Vietnamese Association of Illinois
- UCAN

Back 2 School 2018 Program Sponsorship



We operate the largest back to school program of its kind in Illinois and provide underprivileged children throughout the state with school supplies. In 2018 we will provide tens of thousands of children with the tools they need to succeed in the classroom.

Date of Promotion

12 weeks, June through August, 2018

Back 2 School 2018 Program Sponsorship



Program Elements – Kickoff Dinner & Distribution Events

Kickoff Dinner – Date/Location - TBD - Our annual kickoff to launch the fundraising campaign to the public. Event includes presentation of Education Awards and College Scholarships.

Main Distribution – Early August - Broadway Armory Park (5917 N. Broadway, Chicago). YMCA distribution event serving 50 locations throughout Chicagoland. Includes hosting 400 children for activities designed to excite, inspire and engage them.

Distribution Events*

Operation Homefront – July, August, December - Distributions at military facilities throughout Illinois.

Chicago’s Department of Family and Support Services - August - Distribution of B2S Kits and hygiene supplies at all 45 Chicago homeless shelters.

Boys & Girls Clubs of Chicago - August - Distribution of B2S Kits at Chicago locations.

Jewish Community Centers - August - Distribution of B2S Kits at locations.

Opening Day of Chicago Public Schools - September – Distribution of B2S kit to each child from two schools, selected through an “Enter to Win” contest.

Illinois Department of Children & Family Services - December - Distribution at annual holiday party.

*Many More Events To Be Announced

Sponsorship Level	Titanium	Diamond	Platinum	Gold	Silver	Bronze
Amount	\$50,000.00	\$25,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$1,000.00
Company Name & Logo Placement						
Posters (Retail/Partner Locations)-400+	x	x	x	x	x	Name only
Websites Presence	x	x	x	Some	Some	Minimal
Social Media Mentions	x	x	x	Some	Some	Minimal
Press Releases	All	Most	Several	3	2	1
Promotional Materials	x	x	x			
Media Advertising	x	x				
PSA's	Some					
Kickoff Dinner						
Event Signage	x	x	x	x	x	Name only
Invitation	x	x	x	x	x	Name only
Program Book Logo Block	x	x	x	x	x	x
Video Loop	x	x	x	x	x	Name only
Social Media/Website Presence	x	x	x	x	Some	Minimal
Tickets to Dinner	16	8	4	2		
Podium Acknowledgement	x	x	x			
Program Book Full Page Ad	2 Page Spread	x	x			
Save the Date	x	x	x			
Ability to Address Guests	x					
Listed As Major Sponsor In Monthly Newsletter	x	x	x			
Featured Mention In Annual Report	x					
School Kit Distribution Events(Approx. 25)						
Logo on minimum of 25,000 Kits	All kits	x	x			
Display Signage/Logo	Some events	Some events				
Insert Materials In Kits	x	x				
Distribute Samples, Information	x	x				
"Win School Supplies Contest" Program						
Logo on Kits	x	x	x			
Social Media/Website Presence	x	x				
Logo On Banner At Event	x					
Press Releases	x					
Name On Application	x					
Other						
Listed As Major Sponsor In Monthly Newsletter	x	x				
Listed as Major Sponsor on Website Home Page	x					
Featured Mention In Annual Report	x					



For more information on sponsorship,
please contact Chief Executive Officer, Matthew Kurtzman
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