



**Children  
First Fund**

The Chicago Public Schools Foundation



# Back-to-School Sponsorship Opportunities

## LET'S TEAM UP FOR

### BACK-TO-SCHOOL BASHES

Chicago Public Schools (CPS) welcomes the start of each new school year with Back-to-School Bashes in neighborhoods across the city. These celebrations are opportunities for CPS students and their families to foster connections within their school community. Essential resources and information are available at Back-to-School Bashes including school supplies, as well as enrollment and health-related assistance. The bashes feature music, food, games, and family-friendly activities.

These events play a pivotal role in preparing families for a safe and productive school year. This year's Back-to-School theme is 'Team Up,' so we're asking our Chicago community to team up to make these bashes an unforgettable experience for all CPS families.



### SUPPORT FOR STUDENTS

Students and families rely on CPS schools for more than academics. Through the generosity of sponsors like you, Children First Fund will continue to support CPS students and families to meet foundational needs through the **Compassion Fund**. The Compassion Fund provides direct resources to support CPS students, including:

- ▶ School supplies for students and classrooms
- ▶ Hygiene care essentials such as toothbrushes, toothpaste, soap, shampoo, deodorant and more
- ▶ Weather appropriate apparel, including warm winter coats and boots
- ▶ Direct financial relief for families facing hardship, including job loss, death of a parent or caregiver, families facing homelessness due to fires and other crises, and more



**Children First Fund (CFF)** is the Chicago Public Schools Foundation.

We promote the growth and success of Chicago Public Schools (CPS) students and schools through philanthropy and partnerships.



## MVP (MOST VALUABLE PARTNER) SPONSOR

\$1 million

### Your support will make possible:

- ▶ 6 Back-to-School Bashes engaging 14,000-17,000 CPS families, including carnival food and games, as well as other family-friendly activities, school supplies and resources (\$350-400k)
- ▶ CPS participation in 7 parades/ events, including Bud Billiken, Fiesta del Sol, Dia Del Nino, Gospel Fest, and Englewood Parade (\$75K)
- ▶ Back-to-school marketing to support awareness for parents and guardians about the first day of school, and encourage attendance, including t-shirts, yard signs, and flyers (\$25k)
- ▶ Compassion Fund to support schools for the new school year with classroom school supplies, school translation devices for new arrival students, hygiene care closets, and micro-grants given by Networks for families dealing with extenuating circumstances including home fires, job loss, and more (\$500k)

### Sponsor benefits:

- ★ Mention and quote in CPS back-to-school media release including Back-to-School Bash releases
- ★ Logo on CPS Back-to-School digital ad placements:
  - iHeart Radio web banner and paid social ads (5M+ impressions)
  - Univision web banner and paid social ads
- ★ Sponsor logo on CPS branded floats
- ★ Logo/tag included in CPS social media posts related to back-to-school (posts across three platforms)
- ★ Logo inclusion on back-to-school related home page banners posted on CPS.edu
- ★ Logo, mention, and website link included on CPS Back-to-School microsite
- ★ Mention and website link included in CPS newsletters (List reach: 368,000)
- ★ Logo, mention, and website link included in Back-to-School related school marketing packages, which include:
  - School level website post text and graphics
  - School level social media post text and graphics
  - School level email text and graphics
- ★ Logo/tag included in CFF social media posts related to back-to-school (20+ posts across five platforms)
- ★ Logo, mention, and website link included in two or more CFF newsletters, plus one email blast recognizing your generosity (List reach: 2,200+)
- ★ Logo, mention, and website link included on CFF Back-to-School webpage
- ★ CFF-coordinated employee engagement event at a CPS School (beautification, etc.)

**“Back-to-School Bashes provide families the opportunity to re-engage with their school communities and ensure they have the resources necessary for a healthy and successful school year.”**

Chicago Public Schools CEO Pedro Martinez







## ALL-STAR SPONSOR

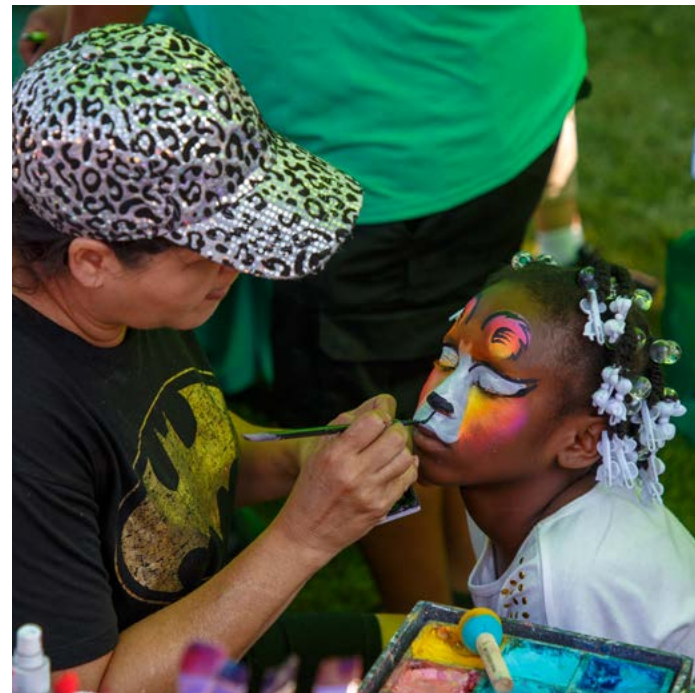
\$500,000

### Your support will make possible:

- ★ Select Back-to-School Bashes (\$250k)
- ★ Select parades/events, including Bud Billiken, Fiesta del Sol, Dia Del Nino, Gospel Fest, or Englewood Parade (\$25-50K)
- ★ Back-to-school marketing to support awareness for parents and guardians about the first day of school, and encourage attendance, including t-shirts, yard signs, and flyers (\$25k)
- ★ Compassion Fund to support schools for the new school year with classroom school supplies, school translation devices for new arrival students, hygiene care closets, and student experience funds including field trips, and micro-grants given by Networks for families dealing with extenuating circumstances including home fires, job loss, and more (\$150k)

### Sponsor benefits:

- ★ Sponsor logo on CPS branded floats
- ★ Mention in a CPS back-to-school media release
- ★ Logo/tag included in CPS social media posts related to back-to-school (across three platforms)
- ★ Logo inclusion on B2S related home page banners posted on CPS.edu
- ★ Logo, mention, and website link included on CPS Back-to-School microsite
- ★ Logo, mention, and website link included in CPS newsletters (List reach: 368,000)
- ★ Logo/tag included in CFF social media posts related to back-to-school (20+ posts across five platforms)
- ★ Logo, mention, and website link included in two or more CFF newsletters, plus one email blast recognizing your generosity (List reach: 2,200+)
- ★ Logo, mention, and website link included on CFF Back-to-School webpage
- ★ CFF-coordinated employee engagement event at a CPS School (beautification, etc.)





## TEAM CAPTAIN SPONSOR

\$275,000

### Your support will make possible:

Select bashes, parades, and back-to-school marketing (including t-shirts and more)

### Sponsor benefits:

- ★ Logo/tag included in select CPS social media posts related to back-to-school (across three platforms)
- ★ Mention and website link included in CPS newsletters (List reach: 368,000)
- ★ Logo, mention, and website link included on CPS Back-to-School webpage
- ★ Logo/tag included in select CFF social media posts related to back-to-school (10+ posts across five platforms)
- ★ Mention and website link included in CFF newsletter, plus one email blast recognizing the generosity of our sponsors (List reach: 2,200+)
- ★ Logo, mention, and website link included on CFF Back-to-School webpage
- ★ CFF-coordinated employee engagement event at a CPS School (beautification, etc.)



## CHEERLEADER SPONSOR

\$100,000

### Your support will make possible:

One bash and some back-to-school supplies and marketing (including t-shirts and more)

### Sponsor benefits:

- ★ Tag included in select CPS social media posts related to back-to-school (across three platforms)
- ★ Logo/tag included in select CFF social media posts related to back-to-school (10+ posts across five platforms)
- ★ Logo, mention, and website link included in CFF newsletter, plus one email blast recognizing the generosity of our sponsors (List reach: 2,200+)
- ★ Logo, mention, and website link included on CFF Back-to-School webpage



## FAN SPONSOR

\$25,000-50,000

### Your support will make possible:

Back-to-school supplies and/or other direct support to schools and students

### Sponsor benefits:

- ★ Logo/tag included in select CFF social media posts related to back-to-school
- ★ Logo, mention, and website link included in CFF newsletter, plus one email blast recognizing the generosity of our sponsors (List reach: 2,200+)
- ★ Logo, mention, and website link included on CFF Back-to-School webpage

