

WE STAND IN AWE

2nd Annual Children's Advocacy March

Hosted by City Kids LA

Saturday, May 2, 2020 | La Brea Tar Pits



2020 Event Sponsorship Proposal

Why May 2nd?

The *Children's Crusade* in Los Angeles, California, coincides with the 56th anniversary of the Children's Crusade in Birmingham, Alabama.

On May 2, 1963, thousands of students marched in peaceful protest for civil rights. They were met with police violence that attracted national attention and swayed public opinion in favor of change. The children's march led to the passage of the Civil Rights Act of 1964.

The Children's Crusade is a powerful example of how young people can use their voices to make a positive impact on our world.

We stand in awe of children's potential to make a difference at every stage of development. This march is designed to help them learn how to advocate for themselves and others even when their parents cannot be around. From the home, to the classroom, to the playground, and beyond.

Your support of this event will help to empower children as they march and lift their voices together in the safety of a caring community of families, parents, and friends.

2020 Event Details

WE STAND IN AWE

2nd Annual Children's March hosted by City Kids LA

We Stand In Awe: Children's Advocacy March

For families, students and children, ages 0-18.

What: Children's Advocacy March

When: Saturday, May 2nd
10:00am - 1:00pm

Where: La Brea Tar Pits
5801 Wilshire Boulevard
Los Angeles, CA 90036

Why: To promote the power of youth and unity in our community.

The purpose of this event is multifaceted:

- To gather the concerns of youth.
- Help children explore the various mediums they might use to speak up and or out.
- Empower youth, no matter their age or stage in life.
- Help adults hear children.
- Advocate for children's voices to be heard.
- Help children learn how to advocate for themselves.
- Help children hear each other.

10:00 am - 12:30 pm

10:00 am - Exhibits and booths open, Sign-making for the march, Refreshments

11:00 am - Opening remarks, spoken word, entertainment, sponsors (Main stage & breakout areas)

12:00 pm - We Stand In Awe March around LACMA

12:30 pm - Closing remarks and refreshments.

Sponsorship

As a sponsor you would be supporting activities that empower children to speak out collectively and individually through written word, spoken word, poetry, and public speaking prior to and during the march around the La Brea Tar Pits and LACMA.

Simply schedule a meeting with Juana Hart, City Kids LA Advisory Board/Children's March Committee: email juana@jhart.tv, or call (747) 231-7280. We look forward to working with you in support of all kids!

Sponsorship

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2nd Annual Children's Advocacy March

About the March

Kids cannot always be with their parents, and it is important that they learn how to advocate for themselves. With proper support and guidance children can, and do, make a positive impact on their own lives and the lives of others. We stand in awe of youth and their capacity to change our world. This event is a positive children's advocacy march designed to help youth become strong communicators, while helping adults learn how to hear them.



Whether asking questions to gain clarity in the classroom, dealing with a bully on the playground, or speaking up when they know something is wrong, our goal is to help children find and use their voices with confidence. The children's march is designed to educate and encourage self-expression in a safe, supportive environment: from providing a creative space where children create the advocacy signs they will carry during the march, to expressing themselves on-stage through storytelling, music, and the spoken word. Together, parents and children march along the perimeter of the Tar Pits and LACMA. It's all about the power of process and coming together as a community.

How you benefit as a sponsor.

By sponsoring this event you help to ensure the Children's Advocacy March is open to all Los Angeles families regardless of income, giving parents a prime opportunity to work together on equipping their children to speak up with greater confidence. As a sponsor you can gain visibility through online registration, marketing and media materials, and reinforce your reputation as a leader in your commitment to ensuring the well-being of the hundreds of children and families expected to attend.

Please select the desired sponsorship level, complete the enclosed Sponsor Information Form, and return the form along with your promotional materials by Thursday, March 12, 2020 in order to have your organization listed in Children's March news releases and event marketing materials.

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Demographics



WE STAND IN AWE

City Kids School 2019 Children's Advocacy March



100
Marchers



90%
Of participants from
Mid City, Miracle
Mile, and West
Hollywood
neighborhoods



80%
of the
parents were
35 to 45
years old



97%
Families with
children
ages 0 - 10 years



Median
Household Income
\$100k+

2019 Highlights

The 2019 Children's Advocacy March provided an opportunity for families to encourage their children to use their voice individually, with the message reinforced through group activities designed to provide real-life experience. Many attendees found the event to be of such great value they plan to participate again this year. We are committed to extending this opportunity to more families throughout the Los Angeles area, in order to grow a community of confident children and youths who become leaders whose voices can change the world.



2020 Children’s Advocacy March - Sponsorship Levels

EVENT SPONSOR	PRESENTER	CHAMPION	ADVOCATE
\$1,250 (Limited Available - One Remaining)	\$750 (Limited Available - Two Remaining)	\$500	\$250
Pre-Event	Pre-Event	Pre-Event	Pre-Event
Premier logo placement on event signage	Prominent logo placement on event signage	Logo placement on event signage	Logo placement on event sponsor signage
Large logo with link to your website on event web page	Medium logo with link to your website in second logo section of event web page	Small logo with link to your website in third logo section of event web page	Organization name with link to your website in third logo section of event web page
Recognition in pre-event collateral	Recognition in pre-event collateral	Recognition in pre-event collateral	Recognition in pre-event collateral
Thanks to sponsor on social media platform(s)	Thanks to sponsor on social media platform(s)	Thanks to sponsor on social media platforms(s)	Thanks to sponsor on social media platform(s)
Inclusion in all news releases	Inclusion in all news releases	Inclusion in news releases	
Day of Event	Day of Event	Day of Event	Day of Event
Large sponsor logo on step & repeat	Medium sponsor logo on step & repeat	Small sponsor logo on step & repeat	Organization name listed on event signage
Two exhibition tables	One exhibition table	One exhibition table	One exhibition table
Company acknowledgement during welcome	Company acknowledgement during welcome	Company acknowledgement during welcome	
Present to combined event audience	Present in one of two event performance areas to an audience of parents and their school-aged children: 1) Pre-K/Elementary 2) Middle/High School		
Banner provided by sponsor to display at event			

☎️ | 📞 | 📧 Contact City Kids LA Advisory Board & Children’s March Committee Member Juana Hart, | Z Juana@jhart.tv ☎️ | 📞 (747) 231-7280.



2020 Children’s Advocacy March - Sponsor Information Form

Please select the desired sponsorship level, complete this Sponsor Information Form, and return the form along with your promotional materials by Thursday, March 12th in order to have your organization listed in Children’s March news releases and event marketing materials. Please make all checks payable to our nonprofit partner [Focus Fish](#), a 501(c)(3) organization, and your donation is tax deductible to the extent allowed by law. Focus Fish’s tax identification number is 26-0530647.

Today’s Date _____ Organization _____

Please select your sponsorship level.

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Event Sponsor
\$1,250 | <input type="checkbox"/> Presenter
\$750 | <input type="checkbox"/> Champion
\$500 | <input type="checkbox"/> Advocate
\$250 |
|---|---|--|--|

Payment Information

I [PAY ` RQV `N`PURPX V[`aURNZ `b[a`SÍ _____ payable to the City Kids nonprofit partner “Focus Fish” with “City Kids/Children’s March” written in the memo line.

\$YRN R`PUN`TRÎ _____ `a`Z`f` ` _ROVá` N`OE _____ / _____
Credit Card # Expiration

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The name to be listed on acknowledgements and materials:

Authorized by: _____
Signature of Auth Representative Today’s Date

Signed by: _____
Print Signer’s Name

Please attach your high resolution logo, artwork, photo and email to ryanne@lacitykids.com in JPEG format, and return this Partnership form along with your promotional materials by Thursday, March 12th in order to have your organization listed in news releases and event marketing materials.

Contact: Los Angeles City Kids LA, 5517 Venice Blvd, Los Angeles, CA 90019
Phone: (323) 447-5437 | Email: ryanne@lacitykids.com | www.lacitykids.com

Thank you for supporting the Children’s Advocacy March!