

and Sing! **STAND UP [^] FOR KIDS**

FEATURING



BENEFITING



THE EAST SIDE CLUB OF MADISON • WEDNESDAY, MAY 16 • 6:30 – 10:00 P.M.

Canopy Center is excited to invite you to our 7th annual fundraising event, Stand Up and Sing For Kids! This event is a fun and entertaining night that not only supports the meaningful work the organization does in the Dane County community but also recognizes our important supporters which could include your business. The Canopy Center is seeking generous corporate sponsors to support our programs in 2018 while offering great exposure and recognition for your business to over 250 attendees at Stand Up and Sing For Kids.

Canopy Center has been serving the Dane County community by working to strengthen families, heal children and adults, and advocate for those who can't advocate for themselves. These last 40 years have brought growth and change to the agency, but the mission and drive remain strong. Family is the cornerstone of our society. Without family we are set adrift until we can heal our own family or create a family from those to whom we are the closest.

Stand Up — *and Sing!* — for Kids, on **May 16, 2018** at The East Side Club has historically been an annual fundraiser benefiting Dane County CASA. As of 2016, it now benefits Canopy Center and all of our programming – including Dane County CASA! This fun-filled event features performances by local celebrities—and you!—with a karaoke-style cover band. Our celebrities will start things off before members of the crowd get to jump up on stage and rock out. The evening will also feature a live and silent auction, hearty hors d'oeuvres, and a decadent dessert buffet.

Sponsorship is a wonderful opportunity for your business or organization to support Canopy Center's important work while also receiving meaningful recognition among the many Madison-area professionals in attendance. Sponsors will also receive special benefits that night.

Turn the page to see specific advertising goals!





Media Advertising

Television: Will work to secure one-two interviews on local news stations on a morning and evening broadcast.

Print: Advertising in local newspaper, as well as flyers and posters which will be distributed and posted throughout the Madison and surrounding area. Program and sponsor posters (or banners if provided by sponsor) on the night of the event.

Digital Media: Event will be posted and actively refreshed on the Canopy Center and Dane County CASA websites, Facebook pages, and Twitter, before, during and after the event. We will work to secure an ad on at least one electronic billboard in Madison.

Local Calendars: Event will be posted on local calendars, such as WISC-TV, NBC-15, Eventful (boosted to reach 10,000 emails for people in Madison, WI), Isthmus and Madison.com.

Billboard: Event will be posted on at least one billboard in the community to showcase the date of the event and Marquee and Gold sponsors. Reach 20,000+.

Direct e-blasts: 2300

Expected Attendance: 250



and Sing!

STAND UP[^] FOR KIDS

SPONSORSHIP FORM

MARQUEE SPONSOR—\$5,000— will be named before the event title as a presenting sponsor, will be named prominently in all media publicity, including billboard, and in all event materials. Two tables of eight for the event are included.

GOLD STAR SPONSOR—\$2,500— will be featured in all event materials and some print publicity materials, including billboard. One table of eight for the event is included.

SILVER STAR SPONSOR—\$1,000—will be featured in all event materials. Four tickets to the event are included.

Please respond at your earliest convenience, but no later than Wednesday, February 28, 2018, to be included in marketing materials.

Sponsor Name (as will appear in event materials): _____

Sponsorship Amount/Level: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Sponsor Signature: _____ Date: _____

Canopy Center is a 501 (c) (3) nonprofit organization (EIN: 51-0211908). The donation is tax-deductible to the full extent provided by law. Please copy this form for your records. You will receive an acknowledgement letter for your donation following the event.

You may also sign up on our website at

<https://canopycenterorg.presencehost.net/news-events/events/sponsor-stand-up-for-kids.html>

Checks can be mailed to:

Canopy Center

1457 E Washington Ave, Suite 102

Madison, WI 53703

For more information, please contact: sufk@canopycenter.org

or call us at 608-729-1119

