



2023 SPONSORSHIP OPPORTUNITIES



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WHY SPONSOR?

Contributing to FamilyWise through an event sponsorship is a great opportunity to:

Raise Awareness of Your Brand

When you sponsor a campaign like Child Abuse Prevention Month, FamilyWise will increase exposure to your brand via our digital platforms, print materials, and media outreach. FamilyWise has more than 3,000 subscribers via Facebook, LinkedIn, and Constant Contact.

Expand Your Reach

Sponsoring a FamilyWise event can grow your business by growing your audience with parents, families and family service organizations and agencies across the state. We have deep connections to these audiences as a result of over 40 years of partnering with families.

Contribute to the Wellbeing of Families

Your sponsorship will help support parents working towards stability and ensure safe, nurturing environments for Minnesota children. As a sponsor, you underwrite the cost of events so that all proceeds go to programs that strengthen families in your community.

ABOUT FAMILYWISE

FamilyWise has been strengthening families by promoting the safety, stability, and well-being of children since 1976. Our programs work with families and communities to address complex challenges and build resilience so all children can thrive. We have offices in Minneapolis, St. Paul, Albert Lea, and Duluth.

We help families build their skills and support networks through parent education, support, and empowerment programs for parenting youth and adults. You can learn more about our programs at: www.familywiseservices.org/our-programs. Last year FamilyWise programs were offered across 41 Minnesota Counties and 3 Tribal Communities. We served 4,811 individuals from 1,287 families.

"She is a blessing to me and she has been so helpful. She is a life saver.... I got so lucky to be matched with her. I call her my family. - Young Parent Mentee about her Mentor



SPONSORSHIP OPPORTUNITIES

CHILD ABUSE PREVENTION MONTH

April is Child Abuse Prevention Month (CAP Month). As the state chapter of Prevent Child Abuse America, FamilyWise is on the frontlines of child abuse prevention in Minnesota.

CAP Month is a time of year when FamilyWise raises public awareness of the importance of prevention initiatives for keeping families strong and children safe. This year we will:

- Host a CAP Month breakfast event on April 20 in Saint Paul
- Publish our second annual Family Wellbeing Index report
- Recognize statewide leaders in prevention with 21st annual Pinwheel Awards
- Engage statewide partners and media outlets to build understanding of how we can all play a role in preventing child abuse and neglect

The audience for this event includes FamilyWise followers as well as individuals, groups and organizations across Minnesota that work to support children and families

Sponsor Benefits

When you sign on as a CAP Month sponsor, you can expect your name or brand to get a lot of visibility leading up to and throughout April. We recognize sponsors on our website, social media, and e-newsletter, all of which have a statewide audience. You can choose to support one or more of the activities listed above based on what is most aligned with your interests. See details on page 4.

[Sign up to be a Child Abuse Prevention Month Sponsor!](#)

CHILD ABUSE PREVENTION MONTH

SPONSOR BENEFITS



	CAP Month Sponsor \$2,500	Wellbeing Index Sponsor \$1,000	Breakfast Event Sponsor \$500	Pinwheel Award Sponsor \$250
Recognition on broadcast & print media (radio & TV, press releases)		-	-	-
Logo on Family Wellbeing Index Report	Large logo	Medium Logo	-	-
Recognition at breakfast event				-
Logo on awards (15-20 awardees)				
Recognition on social media & newsletter (3,000+ followers)	15-20 promos	10-14 promos	5-9 promos	2-4 promos
Logo on CAP Month Webpage	Year-Round	Year-Round	April	April
Recognition in Annual Report				
Contribute to the wellbeing of children, families & communities				



FAMILY FUN FEST

Having fun is not just joyful, it's important for the wellbeing of individuals, families, and communities. Family Fun Fest is a week-long event celebrating and showcasing all kinds of family fun. Up to 50 teams of family or friends participate in enriching scavenger hunt activities using a free phone app where they can discover new ways to enjoy time with family and friends across their communities.

Sponsor Benefits

Sign on as a Family Fun Fest sponsor to support the scavenger hunt and create family fun! Your name or brand will be promoted leading up to and throughout the event, which is geared towards families with children across the state. Sponsors can sign up a team (or multiple teams) of family, friends, or colleagues for free and get in on the fun of playing the game.

Donate a Scavenger Hunt Prize

In-kind donations related to family fun activities are also needed for Family Fun Fest prizes. Donating a prize is a great advertising opportunity, as prizes are widely promoted throughout the event.

FAMILY FUN FEST SPONSOR BENEFITS

	Discover Sponsor \$2,500	Explore Sponsor \$1,000	Search Sponsor \$500	Scout Sponsor \$250
Recognition on website, social media, newsletter (3,000+ followers)	Large logo	Medium logo	Small logo	Name
Custom promotions within the Goosechase game app	5 custom promos	2 custom promos	1 custom promo	-
Teams included with sponsorship	5 Teams	3 Teams	2 Teams	1 Team

**Sign up to be a Family Fun Fest
Sponsor or Prize Donor!**



For questions about sponsorship, contact:

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FamilyWise is the Minnesota Chapter of Prevent Child Abuse America and the National Circle of Parents



Prevent Child Abuse
Minnesota™

CIRCLE of PARENTS®
Sharing Ideas. Sharing Support.