

2021 EVENT

PARTNERSHIP
OPPORTUNITIES

PREPARED BY
CHRISTIE DAVIS
DEVELOPMENT DIRECTOR



THE EVENT

A Magical Feast of the Senses

The 3rd annual **Noche para los Niños** is a spectacular celebration benefiting Kids in Focus. This festive evening features a Día de los Muertos (Day of the Dead) theme set in a fun open-air setting with excitement and mystery at every turn.

Guests will stroll the beautiful indoor and outdoor spaces of the museum, sample **delicious gourmet foods** from Valley restaurants, sip **tasty libations** from the open bar, and enjoy **live music** and a **variety of diverse performers**, including contortionists, stilt walkers, jugglers and more. A powerful **exhibit of photos created by children** in the KIF programs will be on display, and attendees can participate in a silent and live **auction** filled with once-in-a-lifetime experiences.

[Click here](#) for a short video of the 2019 Noche para los Niños event or visit

www.youtube.com/watchv=uxu7CSn9X9s



To ensure the health and safety of our guests, staff, and volunteers, we will adhere to all CDC guidelines in effect at the time of the event.



THE DETAILS

Thursday, November 4, 2021

6 pm - 10 pm

Arizona Heritage Center at Papago Park

1300 N College Avenue
Tempe, AZ 85281

Event Chair

Stephanie Nowack

Event Committee

Dan Barnard, Cindy Bryant, Terry Finnegan, Kim Cwordz, Sukki Jahnke, Colleen Katz, Dafna Madia, Jenna Raskin Moreines, Joan Raskin, Elaina Verhoff, Kelsey Waite, Heather Wagenhals, Tracy Wasser, Delaney Wood

Tickets

\$175 per person through 9/30/21
\$200 per person beginning 10/1/21

Last Year's Participating Restaurants

Blanco Taco & Tequila, Eggstasy, Giving Tree Cafe, Nothing Bundt Cakes, Jewel's Cafe, Ocotillo Restaurant, Postino, Rachel Johnson Catering, Schmooze Cafe, Z'Tejas

2019 Attendance: 330

Expected 2021 Attendance: 350+

For more information:

<https://kidsinfocus.org/events/noche-para-los-ninos/>

OVERVIEW OF KIDS IN FOCUS

Our mission: Kids in Focus (KIF) is a local nonprofit organization dedicated to empowering and equipping at-risk kids to shift from surviving to thriving. Through the healing power of photography and the guidance of dedicated mentors, KIF inspires kids to reconnect with their world and build self-confidence, trust, and hope.

What we do: When kids experience trauma, they disconnect from the world and themselves. A camera in their hands, and one-on-one time with trusted mentors, can switch the light in their eyes back on, giving them a new lens on life.

Since 2012, KIF has been transforming the lives of vulnerable kids through camps, workshops, after-school, and alumni programs. The programs culminate with public exhibits, opening night celebrations, and books featuring collections of the kids' photos.



Who we serve: KIF serves kids 7-18 years in Maricopa County who have experienced abuse, neglect, poverty, homelessness, and other adversities. KIF connects with these kids through partner organizations, including Arizona Autism Charter School, Boys & Girls Clubs, Children First Leadership Academy, Phoenix Children's Hospital, Sequoia Deaf School, and several foster care agencies.

Impact of COVID-19: The nationwide pandemic has disproportionately impacted these kids, placing them at risk for increased abuse, neglect, depression, anxiety, eating disorders, self-harm, and suicide. Now more than ever, these kids need the support of trusted mentors and safe, positive experiences. Funds raised at Noche para los Niños will support intensive photography mentoring programs for at-risk children.

Please enjoy this [powerful video](http://bit.ly/KidsInFocus) (<http://bit.ly/KidsInFocus>) which includes testimonials from kids and mentors.





PARTNERSHIP OPPORTUNITIES



Kids in Focus invites you to become a Sponsor of the 2021 Noche para los Niños event! As a partner, your business will receive positive public recognition through marketing efforts and day-of-event activities, demonstrating your commitment to the community. In addition to the levels listed, customized packages are available.

Panorama Title Sponsor (*Limit one*)

\$20,000

As the Panorama Title Sponsor, your company will be prominently featured as the **"Presenting Sponsor"** in **ALL** 2021 event promotional materials.

KIF WEBSITE: Logo with link to your website will appear on the kidsinfocus.org website sponsor page for **one year**.

PODIUM RECOGNITION: Special acknowledgment from the podium during the event.

PRESS COVERAGE: Recognized as the *"Presenting Sponsor"* in all press releases.

SOCIAL MEDIA: 4 dedicated posts on the KIF social media platforms Facebook, Instagram, and Twitter.

ONLINE RECOGNITION: Logo featured on all online event pages, including the KIF website, KIF Facebook page, and the 2021 Noche para los Niños event registration page.

COMMEMORATIVE GIFT: Opportunity to distribute branded gift(s) to guests (at sponsor's cost)

INVITATIONS: Logo featured on printed and digital invitations sent to 4,000 supporters. (*Logo must be received by September 1, 2021*)

AUCTION BID CARDS: Logo featured on the auction bid cards given to over 350 attendees.

EMAIL COMMUNICATION: Recognized as the Presenting Sponsor on pre & post event emails.

EVENT SIGNAGE: Logo recognition as the Presenting Sponsor on the Event Posters. (*Logo must be received by October 6, 2021*)

NEWSLETTER: Recognized as the Presenting Sponsor in the KIF Newsletter sent to over 4,000 KIF supporters.

EVENT TICKETS: Two premiere reserved tables for 10 guests each.

AFTER-PARTY: Special invitation for 2 guests to attend the Kids in Focus Benefactor & Partners Holiday Cocktail Reception (December 2021)

PARTNERSHIP OPPORTUNITIES CONTINUED



BENEFITS

PARTNERSHIP LEVELS

	FOREGROUND \$10,000	BIG PICTURE \$5,000	SHUTTERBUG \$2,500	SNAPSHOT \$1,000
PODIUM RECOGNITION: ACKNOWLEDGEMENT FROM THE PODIUM DURING THE EVENT PROGRAM	X			
PRESS RELEASES - YOUR COMPANY WILL BE LISTED IN ALL MEDIA RELEASES	X	X	X	
SOCIAL MEDIA: YOUR COMPANY WILL RECEIVE RECOGNITION ON KIF TWITTER, FACEBOOK, AND INSTAGRAM PLATFORMS (OVER 2,500 FOLLOWERS)	3 Dedicated Posts	2 Dedicated Posts	1 Dedicated Post	1 Group Post of all Snapshot Sponsors
ONLINE RECOGNITION: YOUR COMPANY WILL APPEAR ON ALL ONLINE EVENT PAGES (KIF WEBSITE, FACEBOOK, EVENT PAGE)	Large Logo & Link	Medium Logo & Link	Small Logo	Name Listed
INVITATIONS: YOUR LOGO WILL BE FEATURED ON PRINT & EMAIL INVITATIONS SENT TO 4,000 SUPPORTERS (<i>LOGO MUST BE RECEIVED BY 9/1/2021 TO BE INCLUDED</i>)	Logo	Logo	Name Listed	Name Listed Digital Only
EMAIL COMMUNICATION: YOUR LOGO WILL BE FEATURED ON THE PRE & POST EMAIL COMMUNICATIONS TO ATTENDEES	X	X	X	
EVENT SIGNAGE: YOUR COMPANY WILL BE INCLUDED ON THE ONSITE SPONSOR BANNERS VIEWED BY 300+ ATTENDEES (<i>COMMITMENT MUST BE RECEIVED BY 10/1/2021</i>)	Large Logo	Medium Logo	Small Logo	Name Listed
NEWSLETTER: YOUR COMPANY WILL BE RECOGNIZED IN THE KIF NEWSLETTER SENT TO OVER 4,000 KIF SUPPORTERS	X	X	X	X
EVENT TICKETS: TICKETS FOR YOU AND YOUR GUESTS TO ATTEND THE EVENT	8 Tickets	6 Tickets	4 Tickets	2 Tickets
AFTER-PARTY: SPECIAL INVITATION FOR 2 GUESTS TO ATTEND THE KIDS IN FOCUS BENEFACTOR & PARTNERS HOLIDAY COCKTAIL RECEPTION (DECEMBER 2021)	X	X	X	

Click [here](#) or visit <https://www.youtube.com/watch?v=uxu7CSn9X9s> to see a short video of the 2019 Noche para los Niños event!

EVENT SPONSORSHIP FORM



Thank you for joining us as a sponsor. Your support is vitally important and will help transform the lives of at-risk children in our community by giving them a new lens on life. It will also place your organization in front of executives, community leaders, and civic-minded individuals committed to making a difference in the Valley.

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Industry: _____

Contact Name: _____

Contact #: _____

Email address: _____

SPONSORSHIP: (Circle one)

Panorama Title Sponsor \$20,000 Foreground \$10,000 Big Picture \$5,000 Shutterbug \$2,500 Snapshot \$1,000

DONATION ONLY AMOUNT: \$ _____

Signature: _____ **Date:** _____

To Pay By Check: Please make your check payable to Kids in Focus and mail it and the registration form to:
Christie Davis, Development Director
Kids in Focus · 3104 E Camelback Rd. #831 · Phoenix, AZ 85016

To Pay Online: We accept secure payments online; please visit www.kidsinfocus.org/give.

Arrange Pickup: To arrange for payment pickup, please contact Christie Davis.

SUBMIT LOGO

Please forward one full color 300 dpi, high resolution logo with transparent background (png format) or full color logo in .eps or vector format to Christie Davis at christie@kidsinfocus.org to be used in accordance with your sponsorship level selection.