



&
PRESENT



#NAC5toThrive Challenge

Harnessing the *power of community* for
New York's most vulnerable children

Join in: November 13- 17, 2023

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



Reach tens of thousands of caring, connected New Yorkers. Make a real difference for struggling children and families.



The **#NAC5toThrive Challenge social networking campaign** will raise awareness and funds to support the urgent needs of medically complex children and their families right here in New York City.

Over 5 days, New Alternatives for Children's (NAC) Junior Board will be **harnessing the power of their personal & professional networks** and social media to raise **\$50,000** to support critical services for children with complex medical needs and disabilities in or at-risk of foster care.

IN GREAT COMPANY:

join a committed network of business leaders & young professionals in the NYC metro area, with Board members representing over 40 companies.

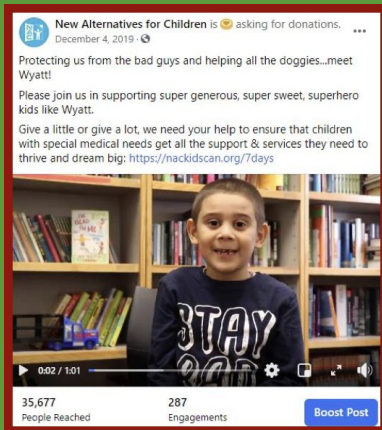


Impact & Community



500,000
people reached
on social media

36,000
emails delivered



The 2022 campaign successfully **raised over \$40,000**, **harnessing the power of community** with:

- Hundreds of individual donations under \$100, from first-time donors and young professionals in the NYC metro area
- **500,000 people reached** on social media through combined organic + paid posts from NAC and individual Board members' accounts
- **36,000+ emails delivered** to active inboxes

The numbers are clear, but they don't tell the full story. Junior Board members are passionate about this cause and **go above and beyond to solicit support online and off** during the campaign. Together with NAC, they have an engaged and loyal audience of support that truly cares, and continues to grow. Over 35 years, NAC has cultivated a **strong community of influential support made up of business leaders, artists, politicians and advocates**, helping NAC to outperform peers in social engagement and fundraising efforts.



Join our community of support
to meet growing needs for vulnerable children

Sponsorship Levels

How you can help

Each of the 5 campaign days will center on transforming a different impact area for children:

health, education, mental health, homelessness & forever families.

There are a number of ways you can support the campaign while also increasing awareness about your company's values and alignment with a wide and engaged New York City audience.

Daily Match Sponsor

\$5,000 giving level to sponsor one day of the five-day campaign.

Campaign Title Sponsor

\$25,000 giving level to sponsor the full 5-day campaign, presented by your company.

Corporate Match Day

Establish a corporate matching gift partnership and encourage employee giving.



Daily Match Sponsor

➔ **\$5,000 minimum commitment**

Choose one impact area that resonates with your team and community to join us as a **Daily Match Sponsor**.

Benefits of your sponsorship:

- **Prominent and sole branding** of your company's sponsorship match across all campaign assets for that day
- **Dedicated social media feature** highlighting your support & company, including logo/branding & social handle(s) tagged - organic and boosted to reach an estimated 300,000
- **Branded, tailored assets** shared with Junior Board members to publicize the match and your support, to reach an additional estimated 100,000
- **Dedicated email blast** highlighting your sponsorship - to at least 5,000 inboxes
- **Dedicated news item** published to NAC's website, highlighting your support and linking to your pages.
- **Company logo and support highlighted** in additional NAC publications (newsletters, Board communications, annual report) reaching 10,000 people.



Campaign Title Sponsor

➔ **\$25,000 minimum commitment**

Match all campaign funds with a minimum commitment of \$25,000.

Benefits of your sponsorship:

- **Naming rights:** your company name added to the campaign title, e.g. #5toThrive Challenge presented by [your company] across all collateral materials
- **3 dedicated social media features (minimum)** - announcing your partnership ahead of the campaign, featuring your support and match during the campaign, and highlighting your impact and the success of the campaign made possible by your support, after the campaign.
- **Company logo and social handle(s) inclusion** in social media assets shared by NAC throughout the campaign across all channels (Facebook, Instagram, LinkedIn and Twitter) organic and boosted to reach an estimated 400,000 people; in addition to branded, tailored assets shared with Junior Board members to publicize your support, to reach another estimated 100,000
- **Two dedicated email blasts** highlighting your sponsorship - to at least 5,000 inboxes; with title sponsorship prominently highlighted in 5 email blasts throughout the campaign.
- **Two dedicated news items** published to NAC's website highlighting your support, company and linking to your pages.
- **Company logo and support highlighted** in additional NAC publications (newsletters, Board communications, annual report) reaching 10,000.



Corporate Match Day

➔ Promote #NAC5toThrive

Activate your charitable matching gift program and rally your team to establish a corporate giving initiative. Amplify your impact and encourage employee participation by pledging to match staff donations.

Benefits of your support:

- **Social media:** company logo and social handle shared across NAC's social media channels (Facebook, Instagram, Twitter, LinkedIn) in at least 3 distinct posts during the campaign, with an estimated reach of nearly 100,000 followers. Logo and social handle shared by our Junior Board Members.
- **Publications:** Company logo and amount contributed shared in NAC publications (donor and Board newsletters, annual report).
- **Website:** company support mentioned in NAC news items published on website

Join our dedicated community of support to transform futures for New York City's most vulnerable children.



Partner with us

Get in touch to secure your sponsorship or customize your commitment



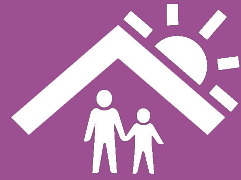
Please contact **Jenny Traslavina** at jtraslavina@nackidscan.org to **secure your sponsorship**, **learn more**, or **customize your commitment** with benefits tailored to your company's needs.

About the NAC Junior Board

The NAC Junior Board is a leading group of professionals in their 20's and 30's that act as ambassadors of NAC's mission. Junior Board members leverage their passion for NAC's mission and use their personal and professional networks to fundraise, advocate, and volunteer in support of NAC's vital services.

About NAC

New Alternatives for Children (NAC) is a New York City based health and social service agency exclusively serving NYC's most vulnerable children – those who are living in poverty, have a profound disability, chronic illness, and/or mental health diagnosis, and have experienced or are at risk of experiencing abuse and/or neglect.



NAC

**New Alternatives
for Children**

Thank you for your support.



www.nackidscan.org