



DEVOTION TO CHILDREN

9<sup>TH</sup> ANNUAL  
MOTHER'S DAY 4 MILER



## Sponsorship Opportunities

Sunday, May 13<sup>th</sup>, 2018

1575 Browns Chapel Rd, Reston, VA 20194



Devotion to Children

A Healthy Society Starts with Healthy Children

# Devotion To Children

## Mission Statement

Devotion to Children (DTC) is committed to providing access to high quality educational and childcare programs for children under age six from economically disadvantaged families.

## Our Niche

DTC has been working with families since 1994. We are a 501(c)(3) non-profit organization focused on the needs of young children so that they may become mentally, physically, and emotionally healthy members of society.

## Our Approach

**Education and Awareness:** DTC seeks to educate the public about the importance of early childhood education and raise awareness of the shortage of affordable, high-quality educational and childhood services currently available.

**Funding:** DTC seeks to raise money to provide funding for quality childcare and early childhood educational programs for families in need.

**Partnership:** DTC seeks to collaborate with organizations with similar missions and goals.

## What is the Need

The years between birth and age six are the most critical and rapid period of learning. Ninety percent of a child's brain growth occurs before age six. Children's experiences during these formative years have a lasting effect on their overall development.

A major problem for working families with young children is access to affordable, quality childcare/early childhood education.

- Only one child out of six, ages 3-5, attends a quality early childhood program.
- Average cost for childcare/preschool services are over \$14,000 per year.
- Very few young children qualify for federal or state assistance
- There are over 17,000 children on local waiting lists for childcare subsidies



## Mother's Day 4 Miler

The 9<sup>th</sup> annual Mother's Day 4 Miler and 1 Mile Fun Run Benefiting Devotion To Children is a true test of fitness on a fast 4 mile course. The race is a celebration of Mother's Day and a dedication to all fabulous moms. Guests enjoy a commemorative race shirt, free high-resolution photos, and post-race refreshments all while celebrating amazing mom's! Additionally, all proceeds from the race will benefit Devotion to Children.



We invite you to join our mission at our 9th annual Mother's Day 4 Miler and 1 Mile Fun Run at 1575 Browns Chapel Rd, Reston, VA 20194. A one mile fun run/walk is also available! The fun run will begin 5 minutes after the start of the 4 Mile race.

Only with your generosity can we provide the support that can truly make a difference for these disadvantaged families within our community. We sincerely appreciate your consideration and hope to see you at this year's run!



## 2018 SPONSORSHIP AGREEMENT

Company/Individual Name: \_\_\_\_\_

Listing of Publicity Materials (if different from above):  
\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Levels:

Event Sponsor (\$10,000+)  Platinum Sponsor (\$1,000+)

Double Diamond Sponsor (\$5,000+)  Gold Sponsor (\$500+)

Diamond Sponsor (\$3,500+)  Silver Sponsor (\$250+)

Ruby Sponsor (\$2,000+)

Donation Amount: \_\_\_\_\_

The Sponsor agrees to make the above donation to Devotion To Children, Inc. IN ALL CASES, THE DONATION MUST BE PAID IN FULL PRIOR TO SPONSOR RECEIVING SPONSORSHIP BENEFITS. The person signing this document expressly represents and warrants to Devotion To Children, Inc. that they are authorized by the Sponsor to bind it to this Agreement.

\_\_\_\_\_  
Date: \_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name and Title

Preferred Payment Method

Check is enclosed

Please Charge:  Visa  MasterCard  American Express  Discover

Name on Card: \_\_\_\_\_

Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

\_\_\_\_\_  
Date: \_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name

*If you would prefer to give your billing via email, please email at [naimah@devotiontochildren.org](mailto:naimah@devotiontochildren.org)  
Please email your logo as Vector EPS (High resolution EPS or Jpg also acceptable) before April 13, 2018.*

Please mail original form to: 1939 Roland Clarke Place, Suite 110, Reston, VA 20191

## 2018 Sponsorship Opportunities

Sponsorship levels for the 9<sup>th</sup> annual Mother's Day run:

### **EVENT SPONSOR**

\$10,000+ Sponsorship

- Opportunity to be the named 'Event Sponsor' for the event
- Allowed to give 2-3-minute remarks on race-day
- Race day exposure; logo prominently featured on t-shirts, press releases and all marketing materials by DTC
- Recognition as the 'Event Sponsor' on all media platforms
- Logo with link to sponsor's website on DTC's website
- Verbal recognition as the 'Event Sponsor' on race-day
- Right to produce advertising materials for race-day giveaways
- Allowed to set up booth/stall on race-day

### **DOUBLE DIAMOND SPONSOR**

\$5,000+ Sponsorship

- Recognition as the 'Double Diamond Sponsor' for the event
- Race day exposure; logo prominently featured on t-shirts, press releases and all marketing materials by DTC
- Verbal recognition as the 'Double Diamond Sponsor' on race-day
- Logo with link to sponsor's website on the DTC's website
- Right to produce advertising materials for race-day giveaways
- Allowed to set up booth/stall on race-day

### **DIAMOND SPONSOR**

\$3,500+ Sponsorship

- Race day exposure; logo prominently featured on t-shirts, press releases and all marketing materials by DTC
- Verbal recognition as the 'Diamond Sponsor' on race-day
- Logo with link to sponsor's website on the DTC's website
- Right to produce advertising materials for race-day giveaways
- Recognition on all media platforms used by DTC
- Allowed to set up booth/stall on race-day



## **RUBY SPONSOR**

\$2,000+ Sponsorship

- Race day exposure; logo prominently featured on t-shirts, press releases and all marketing materials by DTC
- Verbal recognition as the 'Ruby Sponsor' on race-day
- Right to produce advertising materials for race-day giveaways
- Logo link will be posted on DTC website
- Allowed to set up booth/stall on race-day

## **PLATINUM SPONSOR**

\$1,000+ Sponsorship

- Recognition on DTC Facebook page as 'Platinum Sponsor'
- Race day exposure; logo prominently featured on t-shirts and press release by DTC
- Verbal recognition as the 'Platinum Sponsor' on race-day
- Right to produce advertising materials for race-day giveaways
- Allowed to set up booth/stall on race-day

## **GOLD SPONSOR**

\$500+ Sponsorship

- Recognition on DTC Facebook page as 'Gold Sponsor'
- Race day exposure; logo prominently featured on t-shirts and press release by DTC
- Right to produce advertising materials for race-day giveaways
- Allowed to set up booth/stall on race-day

## **SILVER SPONSOR**

\$250+ Sponsorship

- Recognition on DTC Facebook page as 'Silver Sponsor'
- Race day exposure; logo prominently featured on t-shirts
- Right to produce advertising materials for race-day giveaways
- Allowed to set up booth/stall on race-day

