2020 SPONSORSHIP OPPORTUNITIES
Our Mission
WestSide Baby, in partnership with our community, provides essential items to local children in need by collecting and distributing diapers, clothing and equipment.

In 2018, WestSide Baby distributed $3.5 MILLION worth of essential items to children in King County.

Your sponsorship is a WIN-WIN!
Your dollars will help ensure children have their basic needs met while increasing your brand exposure and identity in our community.
Community in Bloom
a brunch to benefit WestSide Baby
March 22, 2020
Sheraton Grand Seattle

Sponsorship Opportunities

$10,000 LEVEL EXCLUSIVE
- Recognition as Presenting Sponsor
- Logo on printed mailer invite
- Featured verbal recognition at event
- All lower level benefits

$5,000 LEVEL
- Logo + link on Westside Baby website
- Pre-event social media shoutout
- All lower level benefits

$2,500 LEVEL
- Logo on e-invite & other online promo
- Logo on printed event signage
- Logo + link on Westside Baby website
- All lower level benefits

$1,000 LEVEL
- Name on e-invite & RSVP website
- Name on printed event signage
- Name + link on Westside Baby website
- Up to 10 tickets for event

ADDITIONAL LEVELS
$2,500 each - Includes exclusive logo usage & $1,000 level benefits
- Hat Sponsor
- Bid Card Sponsor
- VIP Reception Sponsor
- Mimosa Sponsor
- Registration Sponsor
- Photo Booth Sponsor

Sponsorship Deadline: $10,000 level - January 5, 2020 & all other levels February 14, 2020

Our largest annual event, Community in Bloom is a fun tradition, gathering 600+ supporters to raise funds to sustain our core program and help us grow our impact. The audience spans loyal and new supporters alike, parents and grandparents, policy-makers and leaders who understand that healthy children mean healthy families and communities.

Marketing reach: Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+ Social Media: Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)
STUFF THE BUS
King County’s Largest Diaper Drive
May & June 2020

$10,000 LEVEL - EXCLUSIVE
- RECOGNITION AS PRESENTING SPONSOR
- LOGO RECOGNITION ON BILLBOARDS (4 IN KING COUNTY METRO)
- LOGO ON MAILER
- FEATURED MEDIA RECOGNITION
- ALL LOWER LEVEL BENEFITS

$5,000 LEVEL
- EXCLUSIVE SOCIAL MEDIA SHOUTOUT
- FEATURE IN EMAIL MARKETING CAMPAIGN
- ALL LOWER LEVEL BENEFITS

$2,500 LEVEL
- RECOGNITION AT ALL STUFF THE BUS EVENTS
- LOGO + LINK ON WESTSIDE BABY WEBSITE
- LOGO ON CAMPAIGN MATERIALS
- ALL LOWER LEVEL BENEFITS

$1,000 LEVEL
- LOGO ON WESTSIDE BABY WEBSITE
- LOGO IN EMAIL MARKETING CAMPAIGN
- NAME ON CAMPAIGN MATERIALS
- ALL LOWER LEVEL BENEFITS

$500 LEVEL
- SOCIAL MEDIA SHOUTOUT
- NAME ON WESTSIDE BABY WEBSITE
- NAME IN EMAIL MARKETING CAMPAIGN

Sponsorship Deadline: May 15, 2020

Stuff the Bus is WestSide Baby’s largest community engagement campaign, collecting over 300,000 diapers for local children in need. We work closely with a range of community partners, from large community businesses to local stores, schools & community groups who publicize the event, on top of a guerrilla poster campaign and billboards in 4 prominent location in King County.

This campaign kicks-off with a fun, family friendly event and culminates with a Diaper Collection Party!

Marketing reach: Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+ Social Media: Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)
Now in its 10th year, WestSide Baby’s fall fundraiser – now with a WINE theme – is a festive urban event filled with philanthropic inspiration. With 200+ guests, the audience includes supporters across King County joining together for an evening of fun to celebrate WestSide Baby’s mission to provide basic needs for more children in our community to be safe, warm and dry.

Marketing reach: Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+ Social Media: Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)
Give Joy!
our signature winter donation drive

Sponsorship Deadline: November 1, 2020
During the Give JOY Campaign, WestSide Baby and our partner agencies will distribute cold weather items, along with car seats, toys & diapers to over 3,000 children. Each year we see an increased need during this season and families on a limited income stretch their dollars to keep their children warm. This multi-channel campaign covers King County with over 100 donation drives and giving trees, a county-wide billboard presence, direct mail and email marketing.

Marketing reach: Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+ Social Media: Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)

$5,000 LEVEL EXCLUSIVE
- Logo usage on billboard campaign
- Logo on promotional materials
- Social media spotlight
- Logo in all campaign communications

$2,500 LEVEL
- Logo on promotional materials
- Social media spotlight
- Logo in all campaign communications

$1,000 LEVEL
- Name on promotional materials
- Social media spotlight
- Logo in all campaign communications

$500 LEVEL
- Name on promotional materials
- Logo in all campaign communications
Thank you for choosing to sponsor a WestSide Baby event! Your partnership ensures that more children in our community have what they need to be safe, warm and dry.

Please fill out this form and we will send you a Sponsorship Invoice.

Community in Bloom

☐ $10,000 Level  ☐ $5,000 Level  ☐ $2,500 Level  ☐ $1,000 Level

☐ Other: ____________________________

Stuff the Bus

☐ $10,000 Level  ☐ $5,000 Level  ☐ $2,500 Level  ☐ $1,000 Level

☐ $500 Level  ☐ Other: ____________________________

WineDown

☐ $7,500 Level  ☐ $5,000 Level  ☐ $2,500 Level  ☐ $1,000 Level

☐ Other: ____________________________

Give JOY

☐ $5,000 Level  ☐ $2,500 Level  ☐ $1,000 Level  ☐ $500 Level

Sponsorship Total: $ ____________________________

Company Name: ____________________________ Contact Name: ____________________________

Social Media Handles: ____________________________

Phone Number: ____________________________ Email Address: ____________________________

Address: ____________________________ City, State & Zip: ____________________________

X ____________________________ Date Signed ____________________________

All of our Sponsorship Benefits are flexible!
We want this partnership to be beneficial for your company and WestSide Baby, so please reach out if you would like to customize your benefits.

Questions? Contact Carina Schubert at carina@westsidebaby.org or 206.686.6548