



WestSide Baby
basics for children in need

2022 Sponsorship Opportunities

WestSide Baby envisions a day when each child is equipped with the basic items they need to grow into healthy, happy, and resilient members of our community.



With your support, we can achieve this vision in King County together.



WestSide Baby meets the basic needs of children to promote safety, security, and healthy development. We provide essential items to keep children safe, warm, and dry by collecting and distributing diapers, clothing, and equipment throughout Western King County.

We receive donations from the community and distribute these essential items directly to 100+ partner agencies, who are experts in areas of early learning, parental support and healthcare and who work authentically and directly with families and children.

**Confirm your sponsorship online
at westsidebaby.org/sponsorship**



Questions?

Reach out to WestSide Baby's Director of Development, Carina Schubert:

Email: carina@westsidebaby.org

Phone: 206.686.6548

Sponsorship Levels

\$20,000 Level

Benefits:

- Premier feature in ALL 3 campaigns (see Pages 4 - 6)
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Branded WestSide Baby swag for your team

\$15,000 Level

Benefits:

- Premier feature in any 2 campaigns of your choice (see Pages 4 - 6)
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Branded WestSide Baby swag for your team

\$10,000 Level

Benefits:

- Premier feature in any 1 campaign of your choice (see Pages 4 - 6)
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Branded WestSide Baby swag for your team

\$5,000 Level

Benefits:

- Feature in any 1 campaign of your choice (see Pages 4 - 6)
- Logo placement on all campaign materials and website
- Shared social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff

\$2,500 Level

Benefits:

- Logo placement in any 1 campaign's digital communications
- Shared social media shoutout
- Opportunity to host an event with your business or community with the WestSide Baby staff

WestSide Baby Annual Campaigns



Beyond the Basics

Late Spring

Our largest annual event is a fun tradition, gathering hundreds of 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.

In 2022, we'll continue to join together virtually with individual in-person house parties – having an even greater reach for WestSide Baby and your business!

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+)

WestSide Baby Annual Campaigns



Stuff the Bus - NEW NAME COMING IN 2022!

August - September

While the name will be changing, the fun will continue as schools, families, and community groups join together in support of Diaper Need! This campaign is WestSide Baby's largest digital marketing and community engagement campaign, collecting over 400,000 diapers for local children in need. Supporters from all over King County are invited to host diaper drives in person, online and donate dollars for diapers.

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+)

WestSide Baby Annual Campaigns



GiveJOY

November - December

Kicking off in mid-November, the Give JOY Campaign, WestSide Baby and our partner agencies will distribute cold weather items, along with car seats, & diapers to over 5,000 children. The impacts of COVID-19 have motivated us to respond in innovative ways to meet the growing need, as families on a limited income stretch their dollars to keep their children warm. This multi-channel campaign covers King County with digital advertising, 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+)



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