



Kids Voting Mecklenburg Champions for Democracy Corporate Recognition and Sponsorship Opportunities

Kids Voting's Champions for Democracy are committed to education, youth and the civic life of the Charlotte-Mecklenburg community. Kids Voting is proud to be associated with partners who provide critical resources – financial, in-kind and volunteer – to support our programs and our mission of preparing children and youth for a lifetime of active civic engagement and supporting K-12 academic achievement.

Your gift is an important investment in K-12 education and community. Your contributions enable Kids Voting, a nonpartisan nonprofit (501c3) education organization, to educate K-12 students about civic involvement, democracy and government through an effective combination of standards-based classroom lessons and community civic experiences. Kids Voting:

- Helps students in school and equips them with habits and skills needed to be effective and engaged citizens and leaders and succeed in 21st century life;
- Is not political. It builds 21st century skills including critical thinking, decision making, information gathering, leadership and media literacy;
- Increases civic resources and learning opportunities that help narrow learning gaps, especially among at-risk students;
- Helps prepare students for high stakes courses and exams such as 10th grade Civics & Economics and the related End of Course test needed for graduation;
- Increases civic knowledge, used daily through adulthood; and,
- Increases parent and teacher interest, knowledge and participation in civic life.

Champions for Democracy reach broad visibility by supporting Kids Voting

- 200+ public, independent and religious schools, homeschool groups and youth programs
- 150,000 kindergarten – 12th grade students, their families and teachers
- Over 1,000 volunteers plus public officials, business and community leaders
- Kids Voting partners include Charlotte-Mecklenburg Schools, Charlotte Observer, Mecklenburg Board of Elections, NC Civic Education Consortium/UNC School of Government, Partners in Out-of-School Time and local and state governments.

Contact Kids Voting Mecklenburg

- Amy Farrell, Executive Director – amy@kidsvoting.org, 704-343-6999
- Web: www.kidsvoting.org, www.facebook.com/kidsvotingcharlotte, www.twitter.com/kidsvotingclt

Kids Voting Mecklenburg Champions for Democracy Giving Levels

Kids Voting sponsorship benefits your organization through investment in civic life and community, corporate recognition among diverse audiences and exciting opportunities for employee family engagement. Specific sponsorship opportunities can be tailored for each corporate donor. Please contact Amy Farrell at Kids Voting for details (704-343-6999 or amy@kidsvoting.org).

\$2,500-4,999 Civic Leader

At this level, contributors receive the benefits of lower levels, plus:

- Lead corporate sponsorship of the Candidate Forum for Youth
- Prominent corporate logo printed on promotional and education materials for 2010 Candidate Forum for Youth (distribution of 5,000 plus online)
- Prominent corporate logo and hyperlink displayed on program webpage, where educational materials and program video will be posted
- Logo printed on Family Education guides about local government (distribution to 200 schools and PTAs plus online – opportunity to share with your employees); logo hyperlink on webpage
- Sponsor reference in press releases and other written communications distributed to donors, community leaders, government officials, volunteers, students, teachers and others

\$1,000-2,499 Corporate Sponsor

At this level, contributors receive the benefits of the lower levels, plus:

- Corporate logo printed on promotional and education materials for 2010 Candidate Forum for Youth (distribution of 5,000 plus online)
- Corporate logo and hyperlink displayed on program webpage, where educational materials and program video will be posted
- Logo displayed at Candidate Forum and verbal recognition
- Sponsor reference in press releases and other written communications distributed to donors, community leaders, government officials, volunteers, students, teachers and others

\$500-999 Community Sponsor

At this level, contributors receive the benefits of lower levels, plus:

- Business name printed on promotional and education materials specific to sponsored 2010-11 Youth Leadership or Family Education guides to local government (distribution to 200 schools and PTAs plus online)
- Business or organization name and hyperlink on program webpage

\$250-499 Citizen Sponsor

At this level, contributors receive the benefits of lower levels, plus:

- Listing and hyperlink on Youth Leadership, Candidate Forum or Family Education webpage

\$100-249 Friend

- Hyperlink on Kids Voting Champions for Democracy website donor page
- Recognition in donor lists, annual highlights and other communications distributed to community leaders, government officials, volunteers, schools, program partners and others

Additional recognition opportunities available for other giving levels. Contact Kids Voting for details.

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Candidate Forum

- A great way to have visibility among a wide audience including government officials, business leaders, families and young people
- Highly visible annual event providing students the opportunity to learn about local government and raise awareness of civic issues important to youth.
- Includes promotional and educational materials (distribution 5,000 and online); communications to candidates, schools, government and community leaders; signage and programs at event; flyers, press releases and other communications; event video distributed to schools and public via web
- The candidate forum is tentatively planned to be filmed in partnership with WTVI and aired on Time Warner Cable

Family Education

- A great way to reach parents and support civic literacy
- Kids Voting helps students – and their families, teachers and the community – better understand local government and its impact on business and civic life.
- Sponsorship includes Guide to Family Civic Involvement distributed to 200 PTAs and schools (Distribution 2,000 plus online); communications to schools, business and government community; webpage of content and resources; promotional materials. Potential outreach to 145,000 families
- Additional nonpartisan study and discussion guides will be offered through the school year to cover important local, state or national government initiatives

Youth Leadership

- A great way to support youth leadership and development – our future community leaders – as well as reach government officials, parents and others
- Kids Voting's teen leadership council, Mecklenburg Youth Voice, meets regularly with city, county and school government leaders to discuss local issues and policies.
- Sponsorship includes handouts and signage at 24 Mecklenburg Youth Voice meetings with public officials; flyers and other marketing materials to teens and local leaders (distribution 500+ and online).
- Includes the annual Youth Leadership Summit, an opportunity for teen leaders across the community to meet and tackle local policies and issues and meet government officials. Includes agendas, handouts and signage and verbal recognition.
- Prior year program have included top local government elected leadership, CMS superintendent Peter Gorman, Center City Partners and others

Additional recognition opportunities available for other giving levels. Contact Kids Voting for details.



Kids Voting Mecklenburg County
Champions for Democracy Pledge Form

Thank you for your contribution to Kids Voting. Your tax-deductible gift* supports K-12 education and the Charlotte-Mecklenburg community
* as allowed by IRS regulations governing your organization.

DONOR INFORMATION

Company Name.....
Mailing Address
City State Zip Code
Website
Contact Name
Email
Telephone
Signature.....

PLEDGE INFORMATION

My company/I will gladly support Kids Voting Mecklenburg with a contribution of:

- \$2,500-4,999 Civic Leader
\$500-999 Community Sponsor
\$1,000-2,499 Corporate Sponsor
\$250-499 Citizen Sponsor
\$100-249 Kids Voting Friend

Additional giving levels and recognition opportunities are available. Contact Kids Voting for details.

- Our corporate gift is enclosed.
Our pledge will be paid by __ / __ / 2010.
We will contribute online at www.kidsvoting.org

Thank you! Your contribution entitles you to Champions for Democracy recognition and benefits at the corresponding level.

For more information and to return your completed pledge form, contact:
Kids Voting Mecklenburg - Amy Farrell, Executive Director
700 East Stonewall Street, Suite 710 - Charlotte, North Carolina 28202
Phone: 704-343-6999 Email: info@kidsvoting.org Web: www.kidsvoting.org
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