



Camp Fire's

Absolutely Incredible Kid Day Breakfast

March 19th, 2015 // 7:30am-9:00am

The Bean Hangar at The Roasterie // 1204 W 27th Street, Kansas City, MO 64108

WHAT IS ABSOLUTELY INCREDIBLE KID DAY?

Absolutely Incredible Kid Day® (AIKD) was established in 1998 and is held nationally on the 3rd Thursday in March. AIKD is a day designated to honor our nation's youth. Adults and teens are asked to write, post, tweet, and tag notes of encouragement and inspiration. It is a simple, meaningful way to let youth know how much they are appreciated. Lives are changed by this simple act of love and kindness.

WHY DO I NEED TO ATTEND/SPONSOR THIS BREAKFAST?

Join Camp Fire and approximately 200 other community leaders as we celebrate the amazing kids who impact our community and communities around the country. Youth from around the nation will be celebrating along with you as we recognize absolutely incredible kids right here in Kansas City, celebrate the adults who are championing their efforts and all take a moment to recognize the absolutely incredible kids in our own lives by posting a letter or sharing a special video message.

Enjoy networking, engaging video presentations, an uplifting keynote address and a wonderful catered breakfast matched with one-of-a-kind local brews from The Roasterie. This event is open to, and we encourage, attendance by absolutely incredible kids. As an event or table sponsor, it's a great opportunity to provide members of your team with a unique business outing that includes special kids in their lives.



To learn more, contact Eileen Bobowski at eileen.bobowski@campfire.org or [816] 285 2029.



SPONSORSHIP OPPORTUNITIES

ABSOLUTELY INCREDIBLE PRESENTING SPONSOR // \$10,000

- Company name/logo on all event materials, including Video (during event and online for 12 months), Save the Date Communications, Event Program, Pre and Post-event communications, Press releases
- Sponsor recognition from podium
- Speaking/presenting opportunity during the breakfast
- Sponsor banner/collateral/materials displayed in the venue and/or on tables, AND on signage in the Southwest gates at KCI during spring break (approx. 10,000 exposure)
- Sponsor recognition with logo/link on www.campfire.org for 12 months
- Recognition in social media
- Reserved seating for 10 individuals
- 2 VIP passes to a special Roasterie cupping in January 2015 to create a new Camp Fire Blend coffee to be featured during AIKD 2015 Breakfast

SPARK CHAMPION SPONSOR // \$5,000

- Company name/logo on Event Program, Pre and Post-event communications
- Sponsor recognition from podium
- Sponsor banner displayed in the venue, AND on signage in the Southwest gates at KCI during spring break (approx. 10,000 exposure)
- Sponsor recognition with logo/link on www.campfire.org for 12 months
- Recognition in social media
- Reserved seating for 10 individuals
- 2 VIP passes to a special Roasterie cupping in January 2015 to create a new Camp Fire Blend coffee to be featured during AIKD 2015 Breakfast

LIGHT THE FIRE SPONSOR // \$2,500

- Company name/logo on Event Program and Pre and Post-event communications
- Sponsor recognition from podium
- Sponsor banner displayed in the venue, AND on signage in the Southwest gates at KCI during spring break (approx. 10,000 exposure)
- Sponsor recognition with logo/link on www.campfire.org for 12 months
- Recognition in social media
- Reserved seating for 10 individuals
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TABLE SPONSORSHIP // \$1,000

- Reserved seating for 10 individuals
- Company name/logo on event program and reserved table
- Sponsor recognition from podium
- Recognition in social media

YES, I would like to sponsor this event and help celebrate absolutely incredible kids!

Company Name _____ Contact Name _____

Address _____

Phone Number _____ Email Address _____

Sponsorship Level \$10,000 \$5,000 \$2,500 \$1,000 Other _____

*For more information: Eileen Bobowski // [816] 285 2029 // eileen.bobowski@campfire.org
1100 Walnut St., Suite 1900 // KCMO 64106 // Camp Fire is a 501(c)(3) nonprofit organization*



Camp Fire

Light the fire within

WHAT IS CAMP FIRE?

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It's a Way of Life

Camp Fire provides a nurturing, encouraging and fun environment for young people to explore and discover their skills, passions, and unique attributes. Camp Fire's trained, caring staff help them chart their own course to healthy habits, community service and leadership, and a deeper connection to the natural world. And, in turn, youth develop into strong and caring friends, students and family members

At Camp Fire, it's truly a way of life.

FOCUSED PROGRAMS

Encourage Personal Exploration

All Camp Fire programs incorporate the Step-it-up-2-Thrive, a research based approach to youth development. This methodology ensures participants gain the skills necessary to thrive throughout their lives.

School-Year Programs

Delivered before, during, and after school, or in volunteer-led club settings, Camp Fire programs include: conflict resolution, cyber-bullying, healthy lifestyle, digital literacy, community action curricula, as well as mentoring and tutoring.

Outdoor & Camp Programs

Beyond traditional resident and day camp, Camp Fire outdoor education programs help youth develop a strong connection to nature and healthy, active habits that last a lifetime.

Teen Service & Leadership Programs

Camp Fire provides young people opportunities to contribute to their community through meaningful service and leadership experiences.

CAMP FIRE COMMITMENT

Empower Youth to Thrive

Camp Fire participants:

- Identify their personal sparks
- Discover and adopt a "growth mindset"
- Practice self-reflection to assess their personal goals
- Develop goal management strategies
- Interact with people from all backgrounds
- Develop resilience skills

Camp Fire participants are more likely to:

- Achieve higher grades
- Stay in school
- Demonstrate social competence
- Lead a healthy lifestyle
- Volunteer to help other people
- Be environmentally conscious
- Have a sense of purpose

THE CAMP FIRE EXPERIENCE

Where Youth Discover Their Sparks

Camp Fire's trained, caring adults provide guidance and encouragement to prepare today's youth for life . . . *now*. We stand beside them as they find their sparks, set lifetime goals and map out action plans to shape their world and thrive.

OUR PROMISE

Young people want to shape the world. Camp Fire provides the opportunity to find their spark, lift their voice, and discover who they are. In Camp Fire, it begins *now*.

Light the fire within



GETTING INVOLVED

WAYS YOUR ORGANIZATION CAN GET INVOLVED IN ABSOLUTELY INCREDIBLE KID DAY:

- **Consider a sponsorship!** While table sponsor opportunities are limited, it is a great way to participate in the event. Local event sponsorship levels are listed on the previous page. If you'd like to do even more, consider a national sponsorship of the event. Contact Eileen Bobowski at [816] 285 2029.
- **Host your own event at work!** Use your internal communication channels such as e-mail to employees, a corporate intranet, or corporate internal newsletters to get the word out. Then, host your own event on March 19! Encouraging employees to participate in the event through tagging their social media posts with #AIKD, liking Camp Fire on Facebook (<http://www.facebook.com/CampFireNational>), and following Camp Fire on twitter (<http://twitter.com/CampFireNHQ>).
- **Support the event on social media!** Use your official company social media channels to show your customers that you support youth empowerment! Re-post items from Camp Fire's official feeds, or develop your own messages and tag the post with #AIKD. It's simple, free, and can change the life of a young person.
- **Donate to Camp Fire!** Camp Fire programs across the country empower youth. Making a donation to Camp Fire's Vision Fund allows us to keep delivering effective, consistent programs that allow kids to find their voice and discover the sparks inside them. Your donation will impact the lives of hundreds of thousands of children, teens, and families around the country. To make an individual donation, visit www.campfire.org, or contact Eileen Bobowski for corporate donations at [816] 285 2029.



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