



Camp Fire's
Absolutely Incredible
Kid Day
March 16th, 2017

WHAT IS ABSOLUTELY INCREDIBLE KID DAY?

Absolutely Incredible Kid Day® (AIKD) was established in 1998 as 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 SPONSOR THIS EVENT?

Join Camp Fire and our many corporate and philanthropic partners as we celebrate the amazing kids who impact our community and communities around the country. From January through March, youth and families will be celebrating along with you as we recognize absolutely incredible kids at Camp Fire council events around the nation, on social media channels like Facebook and Instagram, in video on YouTube and at live events, and through a national media relations effort.

As an event sponsor, it's a great opportunity to show your dedication to youth and families across the United States by demonstrating your commitment to helping youth thrive. Together, we stand beside kids as they find their sparks, set lifetime goals and map out action plans to shape their world and thrive.



To learn more, contact Jeff Randolph at jeff.randolph@campfire.org or [816] 285 2001.



CORPORATE PARTNERSHIPS

ABSOLUTELY INCREDIBLE NATIONAL SPONSOR // \$100,000 (1)

- National co-branding of Absolutely Incredible Kid Day, presented as "Absolutely Incredible Kid Day from Camp Fire and Sponsor Name / Sponsor Name and Camp Fire's Absolutely Incredible Kid Day."
- Collaboration on scripting of the official annual video highlighting absolutely incredible kids
- Posting of sponsor's AIKD video on the Camp Fire YouTube channel and presented on www.campfire.org for 12 months
- Company name/logo on all event materials, including video assets (online for 12 months), local event programs throughout the council system, and pre- and post-event communications
- Joint media relations effort and planning to maximize event visibility
- Sponsor recognition from podium during live events throughout the council system
- Sponsor recognition with logo/link on www.campfire.org for 12 months as an Absolutely Incredible Kid Day national sponsor
- Social media campaign dedicated messages (no fewer than 5) highlighting partnership

NATIONAL SPARK CHAMPION SPONSORS // \$50,000 (2)

- Company name/logo on all event materials, including video assets (online for 12 months), local event programs throughout the council system, and pre- and post-event communications
- Inclusion in the official annual video highlighting absolutely incredible kids
- Posting of sponsor's AIKD video on the Camp Fire YouTube channel and presented on www.campfire.org for 12 months
- Joint media relations effort and planning to maximize event visibility
- Sponsor recognition from podium during live events throughout the council system
- Sponsor recognition with logo/link on www.campfire.org for 12 months as an Absolutely Incredible Kid Day national sponsor
- Social media campaign dedicated messages (no fewer than 2) highlighting partnership

NATIONAL LIGHT THE FIRE SPONSORS // \$25,000 (4)

- Company name/logo on all event materials, including video assets (online for 12 months), and pre- and post-event communications
- Inclusion in the official annual video highlighting absolutely incredible kids
- Posting of sponsor's AIKD video on the Camp Fire YouTube channel and presented on www.campfire.org for 12 months
- Joint media relations effort and planning to maximize event visibility
- Sponsor recognition with logo/link on www.campfire.org for 12 months as an Absolutely Incredible Kid Day national sponsor
- Social media campaign dedicated messages (no fewer than 2) highlighting partnership

NATIONAL YOUTH CHAMPION SPONSORS // \$15,000

- Company name/logo on all event materials, including video assets (online for 12 months), and pre- and post-event communications
- Inclusion in the official annual video highlighting absolutely incredible kids
- Posting of sponsor's AIKD video on the Camp Fire YouTube channel and presented on www.campfire.org for 12 months
- Joint media relations effort and planning to maximize event visibility
- Sponsor recognition with logo/link on www.campfire.org for 12 months as an Absolutely Incredible Kid Day national sponsor

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

National-level sponsorships are renewable annually with first right of refusal. Packages may also be customized. Camp Fire is open to discussions of in-kind sponsorships, cross-promotion of products and services, and more.

*For more information: Jeff Randolph // [816] 285 2001 // jeff.randolph@campfire.org
1801 Main St., Suite 200 // KCMO 64108 // Camp Fire is a 501(c)3 nonprofit organization*



Camp Fire

Light the fire within

WHAT IS CAMP FIRE?

WHAT IS CAMP FIRE?

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 begins now.

FOCUSED PROGRAMS

Encourage Personal Exploration

All Camp Fire programs incorporate what we call Thrive{ology}, a proven, 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 sponsor opportunities are limited, it is a great way to participate in the event. Local event sponsorship levels are also available.
- **Host your own event at your organization!** 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 16! 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 Jeff Randolph for corporate sponsorships at [816] 285 2001.
- **Sponsor an Absolutely Incredible Kid!** Making a donation to Camp Fire helps provide programming, scholarship dollars, and other support that helps make Camp Fire programs available to kids across the country. To make an individual donation, visit www.campfire.org.



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