



Prevent Child Abuse
Utah™



————— 2018 —————
PARTNERSHIP AND INVESTMENT
————— OPPORTUNITIES —————



Founded in 1982, the mission of Prevent Child Abuse Utah is to forge and guide a community commitment to prevent child abuse in all forms through programs, services, public awareness and system partner collaboration.

Prevention matters because our children matter.

Prevent Child Abuse Utah is the largest and only statewide nonprofit organization whose funding and energy are fully and completely dedicated to the prevention of child abuse and neglect.

Did you know?

- Nationally, 1 in 4 girls and 1 in 6 boys will be sexually abused before the age of 18.
- Utah's child sexual abuse rate is 3 times the national average.
- 88% of adults who were abused as children stated they never reported being sexually abused.
- 90% of the time a child will be abused by someone they know, not a stranger.
- Child sexual abuse costs Utah tax payers approximately \$1 billion annually.

Prevent Child Abuse Utah programs *educate* children to recognize abuse, engage children to learn safety strategies and *empower* children to report abuse. PCAU school programs are FREE, age appropriate and typically taught in the classroom with visual aids, videos and other interactive activities such as role playing. The programs also teach adult community members how to prevent child abuse, how to identify signs of possible abuse and how to report abuse. Every child deserves to live a happy, healthy life free from abuse.

We all have a role to play in the prevention of child abuse and neglect. You can be a partner with Prevent Child Abuse Utah in providing the great childhoods all Utah children deserve!

Benefits of Partnering with Prevent Child Abuse Utah

Build Relationships and Market Your Organization

- By partnering with Prevent Child Abuse Utah, you participate in valuable networking opportunities that allow you to personally introduce your company to potential customers, build upon standing relationships and more!
- Select from a variety of partnership opportunities, including annual sponsorships that provide the highest level of exposure or select events that give specific exposure.

Align with the Prevent Child Abuse Utah Brand

- Your investment in the community signals a commitment and concern for Utah's most valuable asset – its children. Many consumers make purchasing decisions based upon this quality. Did you know consumers, in many cases, will seek to support companies that invest in their local community?
 - 91% of global consumers are likely to switch brands to one associated with a good cause given a comparable price and quality.
 - 61% of consumers are willing to try a new brand because of its association with a particular cause.
 - 44% of consumers in the United States said they would be willing to reward companies that give back to society by paying more for their goods and services.
 - Consumer Report rates Prevent Child Abuse America, our national parent organization, as one of the two best charities for children in the United States!

Change Lives!

- Partnering with Prevent Child Abuse Utah makes great business sense and helps improve the lives of people in the communities where you live and work.
- We are proud that 87 cents out of every dollar donated to Prevent Child Abuse Utah goes directly to providing programs and services that keep children safe and build strong Utah families.

Types of Partnerships

- Annual Partnerships
- Campaign & Program Sponsorships
- Individual Event Sponsorships

2018 OPPORTUNITIES MENU



PARTNERS IN PREVENTION BREAKFAST (April 25, 2018)

Honoring community members who are champions for kids.

- "Inspiration" Presenting Sponsor \$10,000 (Exclusive)
- "Hope" Sponsor \$5,000 (3 available)

STACEY CAMPBELL MEMORIAL GOLF TOURNAMENT (June 25, 2018)

Tee off "FORE" Utah's kids!

- "Hole In One Sponsor" Presenting \$10,000 (Exclusive)
- "Eagle" Sponsor \$5,000 (Unlimited)
- "19th Hole" Lunch Sponsor **SOLD** \$2,500 (Exclusive)
- "Driver" Cart Sponsor \$2,500 (Exclusive)
- "Birdie" Beverage Cart Sponsor \$2,000 (1 available)
- Team of (4) and Hole Sponsor \$1,250
- Team of (4) \$800

ANNUAL MISSION AND EVENT PARTNERSHIPS

Enjoy a comprehensive partnership that provides benefits throughout the year.

- "Visionary" Sponsor \$25,000
- "Hero" Sponsor \$15,000
- "Champion" Sponsor \$10,000
- "Advocate" Sponsor \$7,500
- "Friend" Sponsor \$5,000

ADOPT A SCHOOL PROGRAM SPONSORSHIPS (JANUARY 1, 2018 - APRIL 30, 2018)

Provide child abuse prevention education for 600 Utah children for each school sponsored.

- Adopt A School District Sponsor \$35,000
- Adopt A School (4 schools) \$10,000
- Adopt A School (2 schools) \$5,000
- Adopt A School (1 school) \$2,500

PINWHEELS FOR PREVENTION (April 2018)

- Pinwheel Garden Awareness Kit \$1,000

PREVENT CHILD ABUSE UTAH ANNUAL GALA (September 22, 2018)

Kick up your heels for prevention!

- Platinum Spur Presenting Sponsor **SOLD** \$15,000 (Exclusive)
- Golden Spur Sponsor \$7,500
- Silver Spur Sponsor \$5,000
- Bronze Spur Sponsor \$2,500
- Corporate Table Sponsor \$1,500
- Live Auction Matching Gift Sponsor \$10,000 (exclusive)
- Saloon and Spirits Sponsor \$5,000 (exclusive)
- Photo Booth (cash or in-kind) \$3,000 (exclusive)
- Print Sponsor (cash or in-kind) \$3,000 (exclusive)



ANNUAL PARTNERSHIP OPPORTUNITIES

This year we are offering organizations one-time annual sponsorships that will give visibility and recognition throughout the year. Annual partners will receive a range of benefits that include marketing and visibility, attendance and recognition at fundraising events and opportunities to promote Prevent Child Abuse Utah programs in the community. If you choose our Annual Partnership program we will not ask for another sponsorship this year, although we will make sure to contact you to let you know how your support is making a difference!

Partnership Benefits	Visionary \$25,000	Hero \$15,000	Champion \$10,000	Advocate \$7,500	Friend \$5,000
Rights and Logo					
Usage of Prevent Child Abuse Utah logo	•	•			
Access to PCAU speakers for your event	•	•			
Sponsor award presented at sponsor's discretion (board meeting or employee meeting)	•	•	•		
Advertising/Marketing Collateral/Social Media					
Website/Event Home Pages/Event Sponsor Page/ PCAU Community Partner Logo Scroll	Logo	Logo	Logo	Name	
Logo/Name recognition on event-related press releases	•				
Social media recognition throughout the year	•	•	•	•	
Click-through link on PCAU website	•	•	•		
Event Benefits — Partners for Prevention Breakfast/Adopt A School/Stacy Campbell Memorial Golf Tournament/Annual Gala					
Opportunity to deliver welcome remarks at events	All	1	1		
Podium announcement at all annual events	•	•	•		
Sponsorship signage at all annual events	•	•	•	Name	
Program advertisement in all annual event print materials	Logo	Logo	Logo	Name	
Adopt A School Sponsorship (includes pinwheel garden/signage during April, National Child Abuse Prevention month)	•	•	•	•	•
Pinwheel Garden (kit for display at your business or location of choice)	•	•	•		
Event Participation/Attendance					
Table for 10 at Annual Gala	(2) VIP tables	(1) VIP table	•	•	•
Stacy Campbell Memorial Golf Tournament Team/Hole Sponsor	•	•	•	•	Team only
Complimentary Tickets to Partners in Prevention Breakfast	8	8	4	4	2

Annual Statewide Child Abuse Prevention Campaign & Individual Event Sponsorship Opportunities

ADOPT A SCHOOL

January 1, 2018 – April 30, 2018 | \$2,500 to \$35,000

Adopt a school and provide child abuse prevention education to 600 Utah students. Adopt a school district and through your sponsorship ensure all schools participating in the PCAU prevention programs district wide have the opportunity to provide prevention education! Sponsorship signage and pinwheel garden displayed at schools during April, National Child Abuse Month.

- Adopt A School District Sponsor \$35,000
- Adopt A School (4 schools) \$10,000
- Adopt A School (2 schools) \$5,000
- Adopt A School (1 school) \$2,500

**Schools in each district contingent on school participation in program.*

PINWHEEL GARDEN AWARENESS KIT

April 2018 | \$1,000

Prevent Child Abuse Utah offers corporations, businesses, churches, municipalities, government and nonprofit agencies, community and civic organizations and families the opportunity to demonstrate their commitment to the prevention of child abuse during April, National Child Abuse Prevention Month. For a \$1,000 donation, sponsors will receive materials to help promote child abuse prevention. Awareness kit includes (240) pinwheels and a yard sign (24x18). Pinwheels for Prevention is a great way to show your support for the safety of Utah's kids!

CAUSE MARKETING

Prevent Child Abuse Utah offers companies the opportunity to sell pinwheels at point of purchase to raise funds for Prevent Child Abuse Utah. Please contact info@pcautah.org or (801) 393-3366 for more information.

ANNUAL STATEWIDE MARKETING CAMPAIGN

Beginning at \$100,000 (Exclusive Opportunity)

Co-branding opportunity to advertise/market with Prevent Child Abuse Utah statewide through our annual campaign during April, National Child Abuse Prevention Month, including media, outdoor billboard, print, radio and social media. Please contact Mary Lucero for complete details about this comprehensive awareness campaign. Minimum two-year sponsorship commitment required.

PARTNERS IN PREVENTION BREAKFAST

April 25, 2018, The Falls at Trolley Square

\$10,000 – Partners in Prevention “*Inspiration*” Title Sponsor (Exclusive Opportunity)

- Logo and name on printed and electronic invitations as presented by **Company Name**
- Exclusive opportunity for marketing give-away to guests
- Premier placement of full-color/full-page advertisement in event program
- Logo and signage at event and on event program.
- Recognition from the podium
- A representative from your company to provide welcome remarks



PARTNERS IN PREVENTION BREAKFAST *(continued)*

- Full slide in slideshow at event and/or company provided video clip (3 minute maximum)
- Logo as clickable link on Prevent Child Abuse Utah website for 12 months
- Logo and name listed on PCAU Partners in Prevention Breakfast webpage
- Listing on all press releases
- Social media recognition
- Premium table placement at the event and tickets available as requested for colleagues and associates to attend (up to 16 tickets)
- Table signage with logo
- Opportunity to host Anne Freimuth Child Advocate of the Year Awardees at company tables
- Opportunity for company representative to co-present awards to Anne Freimuth Child Advocate of the Year Awardees

\$5,000 – PARTNERS IN PREVENTION “HOPE” SPONSOR (Two Opportunities Available)

- Logo and name on printed and electronic invitations
- Premier placement of full-color/½ page advertisement in event program
- Logo and signage at event and on event program
- Recognition from the podium
- Logo and name listed on PCAU Partners in Prevention Breakfast webpage
- Social media recognition
- Premium table placement at the event and tickets available as requested for colleagues and associates to attend (up to 8 tickets)
- Table signage with logo
- Opportunity to host Anne Freimuth Child Advocate of the Year Awardees at company tables

Annual Statewide Child Abuse Prevention Campaign & Individual Event Sponsorship Opportunities *(continued)*

STACY CAMPBELL MEMORIAL GOLF TOURNAMENT “FORE” UTAH’S KIDS

June 25, 2018 Wolf Creek Resort Golf Course, Eden, UT

Exclusive and Limited Sponsorships Available

\$10,000 “ Hole-in-One” Title Sponsor (Exclusive Opportunity)

- Event naming opportunity – presented by **Company Name**
- Complete golf package for 8 golfers (two teams)
- Speaking opportunity at the event
- Logo on golf shirts distributed to all golfers
- Large banner displayed at entrance to the event with company name and logo
- Recognition as title sponsor in all media outreach
- Corporate name included on all collateral materials
- Logo displayed on banner placed at golf scoreboard
- Reserved seating at awards ceremony luncheon
- Recognition as sponsor during awards ceremony luncheon
- Logo displayed on Prevent Child Abuse Utah’s website with clickable link for 12 months
- Social media recognition

\$5,000 “ Eagle” Sponsor (Two Opportunities Available)

- Complete golf package for 8 golfers (two teams)
- Exclusive course signage with company logo
- Bag tag with company logo distributed to all golfers
- Corporate name included on all collateral materials
- Logo displayed on banner placed at signage welcoming guests to the event
- Opportunity to distribute promotional items on course and inside golfer gift bags
- Recognition as a tournament sponsor in all media outreach
- Reserved seating at awards ceremony luncheon
- Recognition as tournament sponsor during awards ceremony luncheon
- Logo displayed on Prevent Child Abuse Utah’s website for 6 months
- Social media recognition

\$3,500 “19th Hole” Lunch Sponsor (Exclusive Opportunity) **SOLD**

- Complete golf package for 4 golfers (one team)
- Logo displayed on all tables at awards ceremony luncheon, lunch provided by **Company Name**
- Exclusive course signage with company logo
- Corporate name included on all collateral materials
- Logo displayed on banner placed at golf scoreboard
- Opportunity to distribute promotional items on course and inside golfer gift bags
- Recognition as a sponsor in all media outreach
- Designated “thank you” banner at lunch stations
- Reserved seating at awards ceremony luncheon

Annual Statewide Child Abuse Prevention Campaign & Individual Event Sponsorship Opportunities *(continued)*

Presenting Platinum Spur Title Sponsor (\$15,000) **SOLD** *(continued)*

- Recognition in event video and program
- Logo displayed on a Gobo in a prominent location at the event
- Logo on thank you certificate/letter sent to all Bid for Kids sponsors
- Negotiable benefits and recognition

Golden Spur Sponsor \$7,500

- Full-page ad and prominent placement in event program
- Recognition in marketing materials, including press releases, save the dates, invitations, social media, event website and in all event e-blasts
- Table signage and premium seating for 10 guests (1 table)
- Champagne service during dessert at your table
- Logo recognition on stage
- Opportunity to provide a guest takeaway gift

Silver Spur Sponsor \$5,000

- Half-page ad and prominent placement in program book
- Recognition in marketing materials, including press releases, save the dates, invitations, social media, event website and in all event e-blasts
- Table signage and premium seating for 10 guests (1 table)
- Logo recognition on stage
- Opportunity to provide a guest takeaway gift

Bronze Spur Sponsor \$2,500

- Quarter-page ad in the program book
- Table signage and premium seating for 10 guests (1 table)

Table Sponsor \$1,500 (10 guests)

ANNUAL GALA EXCLUSIVE OPPORTUNITIES

Bid for Kids/Live Auction Sponsor (\$10,000)

- Recognition in e-blasts, social media and web page
- Full-page ad in the program book
- Special sponsor signage on all auction signage
- Logo recognition on stage
- Table signage and premium seating for 10 guests (1 table)
- Opportunity to address attendees on stage at the event during live auction
- Opportunity to focus attendees on the mission of Prevent Child Abuse Utah
- Provide the “matching” opportunity for all Fund the Mission bids during the Live Auction – doubling the value of your gift to PCAU by incentivizing all attendees to make an unrestricted gift to PCAU’s mission!
- Logo on thank you certificate/letter sent to all Bid for Kids sponsors
- Negotiable benefits and recognition



Media Sponsorship (negotiable)

- Exclusive Media Sponsor (in your category)
- Recognition in marketing materials, including press releases, save the dates, invitations, social media, event website and in all event e-blasts
- Full-page ad in the program book
- Logo recognition on stage
- Table signage and seating for 10 people (1 table)

The PCAU Annual Gala is seeking the following media sponsorship services:

- Television and Radio PSAs
- Television and Radio Lifestyle/Morning Show Opportunities
- Print Advertisements
- E-mail “blasts”
- Online Listings/Web Banner Advertisements
- Outdoor Media (billboards/window displays)

Saloon Sponsor (\$5,000)

- Recognition in e-blasts, social media and web page
- Quarter-page ad in the program book
- Logo recognition on stage
- Special sponsor signage at (2) bar locations
- Opportunity to provide marketing information and or/provide guest takeaway such as logo branded glassware, etc.
- Table signage and seating for 10 people (1 table)

Photo Booth Sponsor (\$3,500)

- Recognition in e-blasts, social media and web page
- Quarter-page ad in program book
- Special sponsor signage at sponsor booth
- Logo recognition on all Photo Booth photos (all guests receive complimentary)
- Opportunity to staff Photo Booth with your marketing team/and or provide marketing/information for your company at the Photo Booth
- Table signage and seating for 10 guests (1 table)

Print Sponsor (\$3,500 in-kind)

- Quarter-page ad in program book
- Table signage and seating for 10 guests (1 table)



We invite you to join us! By becoming an annual program partner, or sponsoring an event, you join with other community leaders, companies and organizations who also value protecting the happy, healthy childhoods all children deserve. We can't do it alone! Thank you for considering partnering with us to build stable, strong and healthy Utah families!



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