



Community Child Care Council (4C's) of Alameda County

Providing Services to Families, Children and Childcare Professionals since 1972

On Saturday, May 22, 2010, Community Child Care Council (4C's) of Alameda County will be hosting its 8th Annual Children's Faire: "Meeting the Needs of Children & Families" at 22351 City Center Drive in Hayward from 11am to 3pm.

4C's of Alameda County is a private non-profit 501(c)3 organization that has been addressing and serving the needs of children, families and child care providers for 37 years. Our mission is to develop and coordinate resources to strengthen families and children. 4C's offers a variety of free and low cost programs and services throughout Alameda County for over 18,000 children, families and child care providers. We assist families with referrals to licensed child care providers and with the cost of child care. We also offer free parenting classes, support groups and resource materials to plant the seeds for a secure future to economic sufficiency.

The Children's Faire is an annual event where the whole community comes together in the spirit of an old proverb, "It takes a whole village to raise a child." Community leaders, local organizations and the community at large volunteer their time to provide information and resources. Our focus is Health and Nutrition, Family Finance Fitness, and the importance of Child Care. In addition there will be live entertainment, activities for children, games, prizes and exciting raffles.

We are inviting your company to be a sponsor and to be recognized as a leader and supporter of the community. I think you will find this a worthwhile opportunity not only for children and families; but especially your company.

ENTITLEMENTS	MARKETING BENEFITS	GIVING BACK
✓ Tax deductible donation	✓ Reinforces brand image with the consumer	✓ Be the Good Guys and help children and families!
✓ Acknowledgement in all media marketing materials and day of event program	✓ Reinforces and enhances image positioning	✓ Be recognized as a leader in the community
✓ Promotion to over 500 families on the day of the faire.	✓ Maximizes marketing dollars through promotions and marketing leverage	✓ Invite your clients as your guests and provide an event for them to attend
✓ Official sponsor listing in the 2010 Annual Report which is sent to thousands of individuals in our data base	✓ Increases sales through exposure	✓ Opportunity to show your dedication and appreciation to the community and especially your loyal customers
✓ Official sponsor listing on the 4C's website	✓ Generates trial of product and/or services	✓ Because it feels good!

Thank you in advance for your generous support of our community's children and families. Margaret T. Tobias, Director Development & Community Education will be contacting you in a few days to follow-up; and if you have any questions or would like more information, please feel free to contact her at (510) 690-2148 or email at margarett@4c-alameda.org.

Hoping for your kind consideration,

Renee Herzfeld, Executive Director

The Children's Faire: Meeting the Needs of Children and Families

May 22, 2010 ~22351 City Center Drive, Hayward, CA 94541 ~ 11am-3pm

Sponsorship Guide & Form

1. Choose your Level of Sponsorship.

Sponsor Level	<input type="checkbox"/> Platinum \$3000	<input type="checkbox"/> Gold \$1000	<input type="checkbox"/> Silver \$500	<input type="checkbox"/> Bronze \$100
Sponsor Packages Include:	<ul style="list-style-type: none"> Full page in the program Most prominent logo placement on all marketing materials and promotional pieces--Save the dates, flyers, posters, email Most prominent logo placement on 4C's of Alameda County website Company name announced at event Promotional giveaway opportunity at event Speaker Opportunity at event Official sponsor signage 	<ul style="list-style-type: none"> ½ page ad in the program Prominent logo placement on all marketing materials and promotional pieces-- Save the dates, flyers, posters, email Prominent logo placement on 4C's of Alameda County website Company name announced at event Promotional giveaway opportunity at event Speaker Opportunity at event Official sponsor signage 	<ul style="list-style-type: none"> ¼ page ad in the program Logo placement on all marketing materials and promotional pieces-- Save the dates, flyers, posters, email Logo placement on 4C's of Alameda County website Company name announced at event Official sponsor signage 	<ul style="list-style-type: none"> Business card size ad in the program

IN ADDITION - Sponsors will be acknowledged in media marketing materials for the Children's Faire reaching thousands in the Bay Area, as well as exposure to over 500 families on the day of the fair. Your company name will appear in the 2010 Annual Report which is sent to hundreds of individuals in our donor data base. Lastly, your company name will appear on the 4C's website, reaching thousands of individuals who visit our website monthly.

2. Complete the Sponsorship Form below. Please confirm your level of sponsorship and send this form with your check by March 12, 2010 to:

Renee Herzfeld
4C's of Alameda County
22351 City Center Drive, #150
Hayward, CA 94541

_____ **YES, I would like to be a sponsor for the 4C's Children's Faire!**

Company Name: _____

Mailing Address: _____ City/State/Zip _____

Contact Person: _____ Phone Number: (_____) _____

E-mail: _____ Fax: (_____) _____

Please check one of the following sponsor levels: [Please make all checks payable to: 4C's of Alameda County]

_____ Platinum (\$3000)

_____ Gold (\$1000)

_____ Silver (\$500)

_____ Bronze (\$100)

_____ I cannot be a sponsor, but please accept my donation of \$ _____

_____ I cannot be a sponsor, but please accept my product donation of: _____

To ensure listing in the Children's Faire program and other advertisement, please do the following **by March 12, 2010**: Mail this form, along with your check, and a black and white hard copy of the actual advertisement and email your artwork to margarett@4c-alameda.org (MS Word, MS Publisher, or Adobe PageMaker – preferred formats). *If you have questions or need clarification, please call Margaret T. Tobias, Director, Community Education & Development at 510-690-2148 or email margarett@4c-alameda.org.*

Thank you for caring!

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May 22, 2010 ~22351 City Center Drive, Hayward, CA 94541 ~ 11am-3pm

EVENT MARKETING

Print Advertising & Mailings

Over 15,000 (4x6) 2-sided (English/Spanish) postcards and 200 (11x17) posters will be mailed, posted and/or distributed to:

- 6,000 postcards will go home to parents in the parent packet from the student's teacher through our partnership with Hayward Unified School District --local elementary and middle schools in Hayward
- 2,500 will be stuffed in parent and child care provider reimbursement checks for the month of April and May
- Hand to hand invitations
- through our six (6) Walk-In offices all over Alameda County—2 in Hayward, 2 in Oakland, 1 in Fremont
- through various meetings and workshops we host
- Local businesses—collaborations with all the Chamber of Commerce in Alameda County
- Mailings to our clients, child care providers, vendors and community partners
- Promotion at numerous community events

Local Support & Media

- Postings and Promotions—Chamber of Commerce, Church, Business, Parent Press, East Bay Moms, CBOs Bulletins/Postings
- Press Release
- Article in print media—i.e. Tri-Valley Voice, 4C's newsletter, Fremont Resource Center Special Event Calendar
- Public Service Announcement (PSA) on Radio/TV—Childhood Matters, Green 960AM, K-OCEAN 105.1FM, Comcast

Grass Roots Campaign

- Volunteers will join in the marketing effort by making telephone calls and faxes to numerous media contacts including newspapers news channels, and by volunteering at the event.
- Members of the community will be promoting through their personal contacts in their local neighborhoods and schools.
- 4C's programs, partnering child care providers, and parents will promote through their database of numerous non-profit organizations, community leaders, and city officials.

Email and Internet

- An email will be sent to a list of over 2,500 recipients and through various partners working within the community.
- The Children's Faire will be featured at www.4c-alameda.org
- Social Networking sites: facebook.com, Myspace.com, linkedin.com, youtube.com, etc. will feature postings promoting the event.
- Online event listings: Listed as an event in Chamber of Commerce Calendars, craigslist.com
- Tagline promoting the event for all outgoing email from over 100 4C's of Alameda County staff and partners

Participant Demographics

- ✓ The majority of the participants are from diverse ethnic backgrounds
- ✓ Parents and families with young children in Alameda County
- ✓ Children: 0 to pre-teen and their parents and families
- ✓ Businesses and Community Based Organizations



free

4C'S OF ALAMEDA COUNTY CHILDREN'S FAIRE

SATURDAY MAY 22 11:00 AM TO 3:00 PM

helping meet the *needs*
of children & families

FUN AND ACTIVITIES

- * Face Painting
- * Carnival Games & Prizes
- * Arts & Crafts

MUSIC AND ENTERTAINMENT

RESOURCES

- * Asthma Awareness
- * Family Financial Fitness
- * Importance of Child Care



4C's of Alameda County
22351 City Center Dr.
Ste. 150
Hayward, CA 94541
510.582.2182
www.4c-alameda.org



*Sample only. To ensure listing in the flyer, posters, and other advertisement, please submit your sponsor form and artwork by Monday, March 12, 2010.