



University of Illinois Build-A-Kit & Distribution Event



2022 Event Sponsorship

Back 2 School

PROGRAM OVERVIEW

In 2021, Illinois families continued to struggle. Schools lacked funds and too many parents couldn't afford to buy even basic school supplies for their kids. The impact of COVID-19 dramatically increased need across the state. Since 2007, the Back 2 School Program has sent more than 300,000 needy children back to school with the tools they need to succeed in the classroom. In 2022, our goal is to distribute more than 30,000 of our signature Back 2 School kits to help even more Illinois children — so we need your generous support!

Who do we reach?

We reach low-income families throughout the state through a myriad of partnerships with schools, community organizations and government agencies. These include YMCAs, Operation Homefront (serving military families), Illinois Department of Children & Family Services (serving foster families), and Chicago's Department of Family & Support Services (serving the homeless), Vietnamese Association of Illinois, Heartland Alliance, YWCAs, United African Organization, Neighborhood Boys & Girls Clubs, and many others.

Illinois' free school supply initiative

Our Back 2 School program is a year-round initiative to provide children throughout the state with school supplies in the form of grade-appropriate Back 2 School kits. Each kit contains approximately 30 vital school supplies. The bulk of our Back 2 School kits are given out during a series of distribution events. Our kits have a positive effect on a child's classroom performance as well as their self-esteem. Our program also reduces the financial burden on parents, as well as teachers, who often reach into their own pockets to pay for school supplies for their students.

With our expanding support base, the 2022 program will be our best ever. By becoming a sponsor, you and your company will not only be helping a very worthwhile cause but will also receive positive exposure as well. We hope you will consider joining our program or continue your support as a sponsor. With over 1.2 million children in Illinois who come from families that can't afford to buy even basic school supplies, we have a long way to go, but together we can make it happen.



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EVENT ELEMENTS



Date: August 2022

Location: Champaign Illinois

Time: 8:00am - 4:00pm

Details:

- Assemble Back 2 School kits
- Write “Notes of Inspiration” – Notes of encouragement that get placed into each kit
- Lunch break
- Distribute kits to organizations/families
- Clean-up



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SPONSORSHIP LEVELS

U of I Build-A-Kit and Distribution Sponsor	Platinum	Gold	Silver	Bronze
Amount:	\$10,000	\$5,000	\$2,5000	\$1,000
SPONSORSHIP LEVELS				
Logo/Name printed on Back 2 School kit box sticker	Large	Small	Type Only	Type Only
Social website presence on website event page	X	X	X	X
Social media mentions	4	3	2	1
Listing in event media alert	X	X	X	X
Logo on event banner	Large	Small	Small	X
Featured in monthly e-newsletter story	2	1	1	1
Ability to have company material inserted into kits	X	X	X	
Ability to distribute information to volunteers	X	X		
Ability to select organization to receive kits	X	X		



Back 2 School

2022 PROGRAM SPONSORSHIP

Since inception, the Back 2 School program has provided over 9 million free school supplies to children of low-income households and lessening the financial burden for their families.

With your support, Back 2 School Illinois can continue to help level the playing field and make sure that all children have the opportunity to get a first-rate education and go on to become healthy, happy, productive members of our society.

For more information on sponsorship, please contact

CEO, Matthew Kurtzman

312.848.5551 or MatthewKurtzman@b2si.org

Back 2 School Illinois' mission is to create and support educational opportunities that enrich the lives of Illinois children.

Back 2 School Illinois is a 501c3 nonprofit. EIN 27-2492956

