



Phoenix Holiday Party Build-A-Kit

2023 Event Sponsorship



In 2022, so many families across the country continued to struggle. Most schools still lack adequate funds and too many parents can't afford to buy even basic school supplies for their children. For the past 15 years, Back 2 School America has sent more than 340,000 needy kids back to school with the tools they need to succeed in the classroom. In 2023, our goal is to distribute more than 50,000 of our signature Back 2 School kits to help even more children — so we need your generous support!

Who do we reach?

We reach low-income families through a myriad of partnerships with schools, community organizations and government agencies. These include YMCAs, Operation Homefront (serving military families), New York City Coalition for the Homeless, Chicago's Department of Family & Support Services (serving the homeless), Milwaukee Academy of Science, Phoenix Children's Hospital, Heartland Alliance, YWCAs, United African Organization, Neighborhood Boys & Girls Clubs, Navajo Nation and many others.

Free school supply initiative

Our Back 2 School program is a year-round initiative to provide children 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 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. 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. Tens of millions of children in the USA 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.

Event Day Elements

A holiday-themed party that will have volunteers come together to assemble, decorate, and wrap Back 2 School kits as gifts. These kits, loaded with school supplies, will be handed out as presents during the holiday season so at-risk children will be able to go back to school in the new year with a complete set of tools they need to succeed.

The party will be a festive affair with upbeat, holiday music, food and beverages. Volunteers will write “Notes of Inspiration” and assemble the Back 2 School kits from scratch, assembly-line style, as well as decorate the kits with stickers, markers, and crayons, before being wrapped in holiday paper.

- **Date:** Early December 2023
- **Location:** Phoenix, AZ (specific location TBD)
- **Time:** 5pm – 9pm
- **Details:**
 - Assemble Back 2 School kits
 - Write “Notes of Inspiration”
 - Decorate and wrap Back 2 School kit boxes
 - Food and beverages provided
 - Kits will be distributed to children from low-income families in Arizona



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Sponsorship Levels and Benefits

Sponsorship Level	Diamond	Gold	Silver	Bronze
Amount:	\$10,000	\$5,000	\$2,500	\$1,000
Logo on Event Kit Boxes and Cartons	Large	Medium	Type Only	
Featured on Event Banner Logo	Large	Medium	Small	Type Only
Website Presence with Logo	Large	Medium	Small	Type Only
Social Media Mentions	4	3	2	1
Listed as Sponsor on Press Release and Media Alert	X	X	X	X
Mentioned in Monthly Newsletter	X			
Ability to Insert Company Materials into Kit	X			
Ability to Select Organization to Receive Kits	X			

*To receive all benefits, sponsorship must be secured at least one month prior to the event date.



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How to participate:

Interested companies should review the sponsorship options. After selecting the appropriate sponsorship level, the company should designate an internal contact person. They will act as the liaison between their company and Back 2 School America (B2SA). While B2SA will fully organize the event, we rely upon each company to recruit volunteers and disseminate event information to them.

We will provide each company with graphics, PDFs, and other email tools to assist! B2SA will also create an event-specific donation webpage to help with additional fundraising beyond the sponsorship commitments. The more money raised, the more kits built, the more kids helped!





Back 2 School America

Since its inception, the Back 2 School program has provided over 10 million free school supplies to children of low-income households, lessening the financial burden on their families.

With your support, Back 2 School America 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@b2sa.org

Back 2 School America's mission is to create and support educational opportunities that enrich the lives of children across the USA.

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

