



# “Win School Supplies for an Entire School” Contest - Chicago

2023 Contest 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.

# Timeline & Elements



The "Win School Supplies for an Entire School" contest is an annual event open to any school located within the city limits of Chicago. Anyone can nominate a school. Several schools will be selected from all the applications. Each student in the school will receive their own Back 2 School kit during a surprise visit to the school.



- Program launched – May 1
- Applications available on B2SA website – May 1
- Press release sent to media – May 1
- Social media mentions – May thru September
- Story featured in two e-newsletters
- Press release send to local media announcing contest
- Nomination deadline – July 31
- Contest winning schools notified – August 10
- Media alerts sent out for distribution events at schools
- "Surprise" distribution events at winning schools





# Win School Supplies Contest

## 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	Small	Type Only	
Website Presence with Logo	Large	Medium	Small	Type Only
Social Media Mentions	4	3	2	1
Listed on Press Release and Media Alert	X	X		
Logo on Contest Application	X	X		
Mentioned in Newsletter Story	X			
Ability to Insert Company Materials to Receive Kits	X			

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



# 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](mailto: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

