

# Sponsorship Proposal



## Heroes without Capes Awards Night

*The Heroes without Capes Awards event honors the people in our community who help protect children from abuse. The Children's Advocacy Center has worked for over 25 years to ensure abuse ends and healing begins, but we know it takes all of us to make that vision a reality. Awardees show us what it means to take responsibility for safety, healing, and compassion for children while ensuring accountability for abusers. The evening will be entertaining and elegant, truly celebrating the heroic, everyday efforts that make our community safer for children.*

### OUR MISSION

*The mission of the Children's Advocacy Center of Southern Arizona is to provide a safe, compassionate, healing environment for children who have been a victim or witnessed a crime. The Children's Advocacy Center is where abuse ends and healing begins.*

*The Children's Advocacy Center is a private, non-profit organization. We are the only accredited, child-friendly advocacy center in Southern Arizona. We provide services 24 hours a day, seven days per week, to begin the initial steps of a child abuse investigation. Families, child welfare agencies, and law enforcement come together at the center and have access to quality investigative and advocacy services in one single, neutral location founded in 1996. Since 1997 we have served over twenty-five thousand clients, approximately 1400 child abuse victims, and their non-offending family members annually. Thank you for taking the time to learn about us, what we do, and, more importantly, support our efforts to save children's lives.*



**CHILDREN'S  
ADVOCACY  
CENTER**  
OF SOUTHERN ARIZONA

# Heroes without Capes

Friday, 28, 2023 @ La Paloma Resort & Spa  
175 + expected

## Sponsorship Opportunities

The earlier you commit to sponsoring our Event, the longer you can be featured on our Website and Social.

### **\$7500 - Hero Sponsor (1)**

- 5-minute (speaker or Video )segment of the event (2 Events & Promotion Tables)\*\*
- Highlighted as the main Sponsor on all printed materials and social media (custom table displays)\*\*
- Two complimentary tables of 8 (16 tickets)(can be donated back to be given away)
- Full-page program tribute ad
- Logo placement on screen at the event and sponsorship page of the program tribute book
- Promotional material inserts (Go Home Bags)
- Logo placement on the Website as Sponsors and Links to your Website (Increase Google Ranking)

### **\$5000 – Champion Sponsor (2 available)**

- Highlighted as one of two Champion Sponsors on all printed materials and social media\*\*
- Spoken Promotion Section of Program (read by MC) \*\*
- Two complimentary tables of 8(16 tickets)(can be donated back to be given away)
- Full-page program tribute ad -
- Logo placement on screen at the event and sponsorship page of the program tribute book
- Promotional material inserts (Go Home Bags)

### **\$2500 – Advocate Sponsor (5 available)**

- One complimentary table of 8(can be donated back to be given away)
- Full-page ad in program tribute book (8.5 x 11 full-color book)
- Logo placement on screen at the event and on the sponsorship page of the program tribute book (social media\*)
- Promotional material inserts (Go Home Bags)

### **\$1250 – Ambassador Sponsor (unlimited available)**

- One complimentary table of 8(can be donated back to be given away)
- Half-page ad in program tribute book (8.5 x 11 full-color book)
- Logo placement on screen at the event and on the sponsorship page of the program tribute book (social media\*)
- Promotional material inserts (Go Home Bags)

### **\$800- Partner Sponsorship**

- Four complimentary tickets (can be donated back to be given away)
- Quarter-page ad in program tribute book (8.5 x 11 full-color book)
- (social media\*)
- Logo Placement on screen at the event and on the Sponsorship Page of the Tribute Book
- Promotional material inserts (Go Home Bags)

### **\$600- Award Winner Table Sponsor (per table)**

### **\$2400 -Full Award winners Sponsorship (4 tables)**

**\* Customized To Fit your Needs**

## Sponsorship Tribute Book

**\$500 – Full-page ad in program tribute book** (8.5 x 11 full-color book)

**\$250 – Half-page ad in program tribute book** (8.5 x 11 full-color book)

**\$125 – Quarter-page ad in program tribute book** (8.5 x 11 full-color book)

**\$100 – Quarter page ad in program tribute book – for guests of awardees**  
(8.5 x 11 full-color book)

## Tribute Program Ad Sizes & Specs

Full Page Ad  
7.5" x 10"

Quarter Page Ad  
3.75" x 5"

Half Page Ad  
7.5" x 5"

Tribute program ads should be submitted in full color, and in either JPEG or PDF format by [April 19, 2023](mailto:dkamara@sozadvocacy.org)  
[dkamara@sozadvocacy.org](mailto:dkamara@sozadvocacy.org)

For more information call David Kamara at 724-2168 office

Ads shown appear smaller than the actual size but are scaled proportionately.

## Event Specs

- April Friday, 28<sup>th</sup>, 2023, 5-9 pm
- The Westin: La Paloma Resort & Spa
  - 3800 East Sunrise Drive Tucson, AZ 85718
    - Room: Grand 1 (2730 square Feet)
    - 250 max attendants (180 actual attendees)
    - 25 tables of 8 max (24 most likely)
    - Plated dinner, Hosted bar (drink tickets purchased )
    - AV set up Video screens, mic, and stage (2 ft.) Podium

## Audience Data

180 (approximately) guests

Participants & Organization Attendees (57-60 people)

- 8 award winners + 24 guests of awardees
- 10 Board Members (min)
- 15 staff members (min)

Audience attendees (120 people)

- 55-65 people -50% of the audience and salaries
  - 20-Law Enforcement (\$54,800-\$63,800)
  - 10-Lawyers from Local Law Firms (\$82,313-\$111,691.)
    - 10-Pima County Attorney's Office
      - 5-(Deputy attorney-\$113,668)
      - 5-(Paralegals-\$62,169)
    - 2-3 Judges & Staff (\$97,730)
      - 2-3 Court clerks (\$48,00)
    - 5-Juvenile Court
    - (1-2)Correction officer(\$39,394)
    - (1-2) Probation officer (\$43,983)
    - (1-2) Support staff (\$35,140)

Additional Data points

Percentage of Homeowners: 62-67 %

Renters 33-38%

Gender Breakdown: 65 %women, 35% men

### Age Data

- 60+ (10%)
- 50-60 (20%)
- 35-50 (45%)
- 20-35 (18%)
- 20 below (7%)

### Geographical Data (where in Tucson)

- 23%-East Side
- 18%-Northside
- 15%-Central
- 22%-Southeast
- 13%-Southwest
- 8%-west side

# Social Media

Reach: across all partners that will be cross-promoting: 10-25k reach  
Combined followers) across all partners that will be cross-promoting:  
4300

Active reach (daily basis): 6500 reach weekly

Center Reach by Gender

Women -79%

Men -21%

Combined Partnership Reach by Gender

Women -64%

Men 36%

Reflective of who engages content more online