



VOICES OF OUR YOUTH

AVOIDING WONDERLAND SPONSORSHIP OPPORTUNITIES

What: Avoiding Wonderland – Mental Health, Drug, and Alcohol Awareness Event

When: Sunday, June 30, 2024, from 12 p.m. to 7 p.m.

Where: Lancaster Municipal Stadium – 45116 Valley Central Way, Lancaster, CA 93536

Why: We invite you to join us in making a difference by becoming a sponsor of Voices of Our Youth. By partnering with us, you will have the opportunity to support our mission of promoting the economic and social well-being of youth, individuals, families, veterans, neighborhoods, and communities.

Your sponsorship will enable us to continue providing essential programs and support to low to moderate-income individuals and families in our community. Through your contribution, we can offer groceries, necessities, resources, and entertainment, as well as educational resources and enriching programs that empower individuals to advocate for their needs and face life's challenges with confidence, integrity, and dignity.

As a sponsor, you will be recognized as a valuable supporter of our organization and our community. Your generosity will not only make a direct impact on the lives of those we serve but also contribute to the overall strength and success of our community.

Ways to Help: Sponsorship and underwriting opportunities are available starting at \$375 up to \$20,000. In addition to our sponsorship tiers, we also offer activations for higher tier levels. If you have any questions, please call Teri Harrison at (661) 622-3223 or email events@voicesofouryouth.org.



AW Sponsorship QR CODE

AVOIDING WONDERLAND – SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

Alice – \$20,000

Logo on Flyer, Social Media Promotion, Website Presence, Thank You Email Blast, Program Inclusion, Video Wrap-Up, 2 Complementary Meals at Event, VIP Entrance, Logo on Event Sponsor Banner, a Promotional Item in Goody Bag, Logo on Event T-Shirt, Inclusion on Press Release, Radio Broadcasting, a Total of 8 VIP Afterparty Tickets, logo on Jumbotron, Skybox, and Photos and Autographs w/ Artists and Celebrities.



The Mad Hatter – \$15,000

Logo on Flyer, Social Media Promotion, Website Presence, Thank You Email Blast, Program Inclusion, Video Wrap-Up, 2 Complementary Meals at Event, VIP Entrance, Logo on Event Sponsor Banner, a Promotional Item in Goody Bag, Logo on Event T-Shirt, Inclusion on Press Release, a Total of 6 VIP Afterparty Tickets, logo on Jumbotron, and Skybox.



The Queen of Hearts – \$10,000

Logo on Flyer, Social Media Promotion, Website Presence, Thank You Email Blast, Program Inclusion, Video Wrap-Up, 2 Complementary Meals at Event, VIP Entrance, Logo on Event Sponsor Banner, a Promotional Item in Goody Bag, a Total of 4 VIP Afterparty Tickets and logo on Jumbotron.



The White Rabbit – \$5,000

Logo on Flyer, Social Media Promotion, Website Presence, Thank You Email Blast, Program Inclusion, Video Wrap-Up Inclusion, a Complementary Meal at Event, VIP Entrance, Logo on Event Sponsor Banner, a Total of 2 VIP Afterparty Tickets, and logo on Jumbotron.



The Cheshire Cat – \$3,000

Logo on Flyer, Social Media Promotion, Website Presence, Thank You Email Blast, Program Inclusion, Video Wrap-Up Inclusion, a Complementary Meal at Event, and VIP Entrance.



The Caterpillar – \$1,500

Logo on Flyer, Social Media Promotion, Website Presence, Thank You Email Blast, Program Inclusion, and Video Wrap-Up Inclusion.



The Door Mouse – \$750

Logo on Flyer, Social Media Promotion, Website Presence, and Thank You Email Blast.

**The Tart – \$375**

Logo on Flyer and Social Media Promotion.

**ACTIVATIONS**

Activations are enhancements to our upper-level sponsorship tiers listed above.

The White Rabbit – Please **choose 1 activation** from the list below.

The Queen of Hearts – Please **choose 2 activations** from the list below.

The Mad Hatter – Please **choose 3 activations** from the list below.

Alice – Please **choose 4 activations** from the list below.

Ignite Change Through Exclusiveness

Let's launch an email campaign to connect our audience with exclusive products and offers that will benefit them and ignite change, all delivered directly to their inboxes.

From Local to Global

You give two to five sponsors the stage for five minutes each. Their goal is to convince the audience to visit their city or buy from their brand, and their method is to show off the best their city has to offer or their best product. Their activation budget is up to them! This creates a wild "activation arms race," with each one trying to beat the others with more and more ridiculous ideas, giveaways, and entertainment.

Capturing Moments, Inspiring Dreams

Introducing the ultimate photo booth experience that will leave you feeling like a true character from your favorite book, TV show, or movie!! Imagine stepping into a station equipped with commercial-grade, Hollywood-quality character outfits and posing in live-action scenarios. This is not your ordinary photo booth with silly props - this is an immersive experience that makes you feel like an epic character.

But here's the twist - to take your picture, you must fill out a contact card for the sponsor. The sponsor then sends the picture directly to the attendee.



Capture Your Best Self

This presents an incredible opportunity for sponsors seeking to expand their email database. Sponsors establish a booth and offer the services of a professional photographer to capture high-quality headshots. It is the perfect occasion to update their Social Media profile pictures. The twist? The sponsor would send the headshots directly to the participants, thereby obtaining their contact information. As this premium activation adds value to the event, sponsors often receive prominent booth placement and multiple mentions from the stage. This strategy proves to be an effective way to boost event attendance.

Unleash Your Inner Influencer

Social media is a powerful tool that can be leveraged to create activation opportunities for sponsors. By engaging your audience through social media platforms, you can encourage them to answer questions, connect with your brand, and interact with sponsors in exchange for exciting prizes. This innovative approach helps sponsors expand their social media presence and adds value to the sponsorship experience. Join us in utilizing the reach and accessibility of social media to enhance sponsor engagement and foster meaningful connections with our audience.

Stay Fashionable

Let's combine free promotion and a contest opportunity into one irresistible activation idea. The sponsor gives out branded t-shirts, which can be branded for the event (including the sponsor's name) or just for their company.

Besides just handing out something for free, each free T-shirt counts as an entry into a contest. While choosing their shirt size, the event attendee could sign up using their name and email (or phone number, or even both) to be alerted if they win. The contest's requirements are that participants wear their shirts all day. That's it!

Customization

At Voices of Our Youth, we believe in the power of creativity and innovation. That's why we offer customized sponsorship packages that are tailored to meet your unique needs and showcase your brand in the most extraordinary way possible. Just like Alice in Wonderland, we love to think outside the box and explore new and exciting ideas. So, bring us your wildest concepts, and together, let's create a sponsorship experience that will leave a lasting impression on our community and beyond. Get ready to step into a world of imagination and make a real impact with Voices of Our Youth.

Please register for the sponsorship levels with the QR Code above. Then contact us to set at events@voicesofouryouth.org to set up your Activations meeting to finalize the specified sponsorship.

