



WestSide Baby
basics for children in need

2021 Sponsorship Opportunities

WestSide Baby envisions a day when each child is equipped with the basic items they need to grow into healthy, happy, and resilient members of our community.



With your support, we can achieve this vision in King County together.



WestSide Baby meets the basic needs of children to promote safety, security, and healthy development. We provide essential items to keep children safe, warm, and dry by collecting and distributing diapers, clothing, and equipment throughout Western King County.

We receive donations from the community and distribute these essential items directly to 100+ partner agencies, who are experts in areas of early learning, parental support and healthcare and who work authentically and directly with families and children.

If you are interested in partnering with us, please contact WestSide Baby's Director of Development, Carina Schubert:

Email: carina@westsidebaby.org Phone: 206.686.6548

Sponsorship Opportunities

\$20,000 Level

Become a leading sponsor of the Bulk Distribution program allowing 15 agencies, including food banks, schools, and low-income housing providers, to receive crucial supplies for the children and families they serve.

Benefits:

- Premier feature in ALL 3 campaigns (see Pages 6 - 8)
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Branded WestSide Baby swag for your team

\$15,000 Level

Become a leading sponsor for the Diaper Bank program providing more than 2 million diapers and hygiene products to babies and children in 2021.

Benefits:

- Premier feature in any 2 campaigns of your choice (see Pages 6 - 8)
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Branded WestSide Baby swag for your team



Sponsorship Opportunities

\$10,000 Level

Become a leading sponsor for the Community Collection program, focusing on collecting new and gently used items for over 20,000 children.

Benefits:

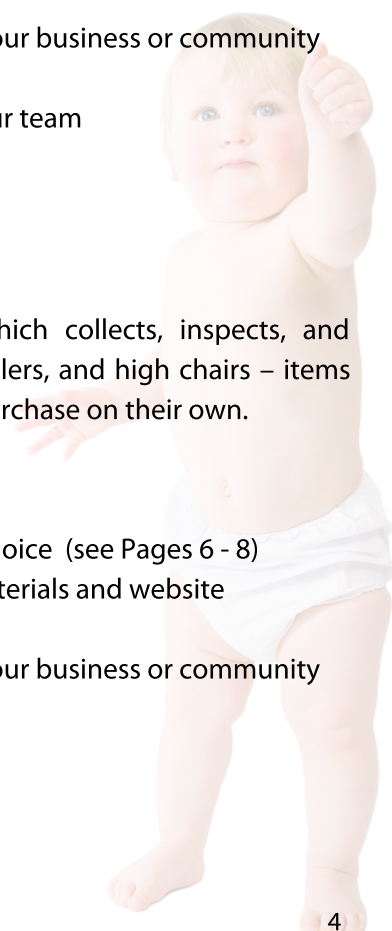
- Premier feature in any 1 campaign of your choice (see Pages 6 - 8)
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Branded WestSide Baby swag for your team

\$5,000 Level

Sponsor our SAFE Equipment program which collects, inspects, and distributes car seats, safe sleep options, strollers, and high chairs – items that are often too expensive for families to purchase on their own.

Benefits:

- Feature in any 1 campaign of your choice (see Pages 6 - 8)
- Logo placement on all campaign materials and website
- Shared social media spotlight
- Opportunity to host an event with your business or community with the WestSide Baby staff



Sponsorship Opportunities

\$2,500 Level

This sponsorship supports our Boxes for Babies monthly giving program, supplying families with a month's supply of diapers.

Benefits:

- Name placement on one campaign's printed and digital materials
- Shared social media shoutout
- Opportunity to host an event with your business or community with the WestSide Baby staff
- Logo feature on Boxes for Babies webpage

\$1,000 Level

This sponsorship supports our Advocacy for Basic Needs program, focusing on changing the systems and policies in our local government to better support every family.

Benefits:

- Name placement on one campaign's printed and digital materials
- Shared social media shoutout
- Opportunity to host an event with your business or community with the WestSide Baby staff



WestSide Baby Annual Campaigns



Beyond the Basics

March 25, 2021

Our largest annual event is a fun tradition, gathering 600+ supporters to raise funds to sustain our core program and help us grow our impact. The audience spans loyal and new supporters alike, parents and grandparents, policy-makers and leaders who understand that healthy children mean healthy families and communities.

In 2021, we'll join together virtually – having an even greater reach for WestSide Baby and your business!

Marketing reach:

Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+

Social Media:

Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)

WestSide Baby Annual Campaigns



Stuff the Bus

June/July 2021

Due to the COVID-19 crisis, the need for diapers has skyrocketed. While so much in our daily lives have shifted, babies continue to be born, and toddlers continue to grow, so WestSide Baby needs your support as we respond. Stuff the Bus is WestSide Baby's largest digital marketing and community engagement campaign, collecting over 300,000 diapers for local children in need. Supporters from all over King County will join together virtually, hosting diaper drives online and donating dollars for diapers.

Marketing reach:

Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+

Social Media:

Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)

WestSide Baby Annual Campaigns



GiveJOY

November/December 2021

Kicking off in mid-November, the Give JOY Campaign, WestSide Baby and our partner agencies will distribute cold weather items, along with car seats, & diapers to over 5,000 children. The impacts of COVID-19 have motivated us to respond in innovative ways to meet the growing need, as families on a limited income stretch their dollars to keep their children warm. This multi-channel campaign covers King County with digital advertising, direct mail and email marketing.

Marketing reach:

Local media coverage / Mailer to 3,000+ / E-mail outreach to 8,000+

Social Media:

Facebook (3,100+), Instagram (1,200+), Twitter (1,200+)