



WestSide Baby  
*basics for children in need*

# 2024 SPONSORSHIP OPPORTUNITIES

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*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.

**Confirm your sponsorship online at  
[westsidebaby.org/sponsorship](https://westsidebaby.org/sponsorship)**



### *Questions?*

If you do not see a sponsorship opportunity that looks right for you, we encourage you to reach out to WestSide Baby's Interim Executive Director, Laura Skelton:  
[laura@westsidebaby.org](mailto:laura@westsidebaby.org).

# SPONSORSHIP LEVELS

## \$15,000 Level

### *Benefits:*

- Premier feature in all 3 campaigns/events:
  - Spring campaign (From the Bottom Up)
  - Fall fundraiser (Beyond the Basics)
  - Winter campaign (Give Joy)
- Logo placement on all campaign materials and WestSide Baby's website (for the duration of 2024), linked directly to sponsor's website
- Solo social media spotlight, linked to directly to sponsor's website
- Opportunity to have WestSide Baby staff host a private volunteer event with your business or community

## \$10,000 Level

### *Benefits:*

- Premier feature in any 2 campaigns of your choice
- Logo placement on all campaign materials and website
- Solo social media spotlight
- Opportunity to have WestSide Baby staff host a private volunteer event with your business or community

## \$5,000 Level

### *Benefits:*

- Feature in any 1 campaign of your choice
- Logo placement on all campaign materials and website
- Shared social media spotlight
- Opportunity to have WestSide Baby staff host a private volunteer event with your business or community

## \$2,500 Level

### *Benefits:*

- Logo placement in any 1 campaign's digital communications
- Shared social media shoutout
- Opportunity to have WestSide Baby staff host a private volunteer event with your business or community

## \$1,000 Level

### *Benefits:*

- Logo placement in any 1 campaign's digital communications
- Shared social media shoutout



# WESTSIDE BABY ANNUAL CAMPAIGNS



## *From the Bottom Up* MARCH/APRIL 2024

This annual campaign engages schools, families, and community groups in support of meeting diaper need in our community! In 2023, this campaign:

1. Benefited from the collective efforts of 30 community drives
2. Generated over 80,000 donated diapers
3. Included a festive in-person kick-off event, hosted by a local business

This campaign will move from a summer effort to a spring campaign in 2024, in order to engage school communities. Supporters from all over King County are invited to host diaper drives in-person and online and donate dollars for diapers.

### **MARKETING REACH:**

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

### **SOCIAL MEDIA:**

Facebook (3,500+), Instagram (1,800+), Twitter (1,200+)

# WESTSIDE BABY ANNUAL CAMPAIGNS



## *Beyond the Basics*

SEPTEMBER 2024

Our largest annual event is a fun tradition, gathering hundreds of 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, policymakers, and leaders who understand that healthy children mean healthy families and communities. In 2024, we will build on the momentum of hosting the event at our White Center Hub for the first time in 2023. We anticipate attendance of 200 individuals.

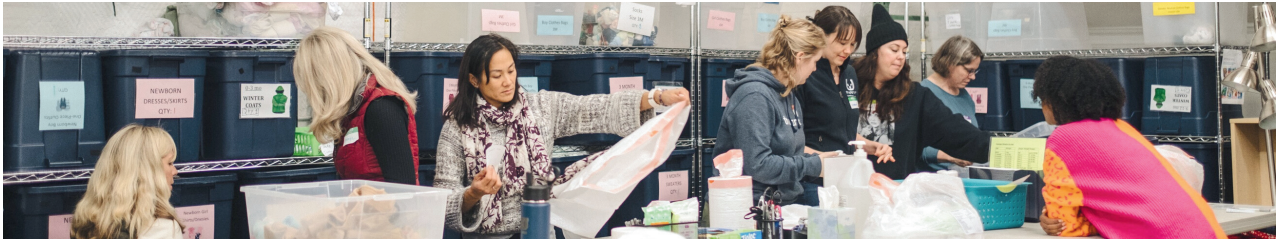
### MARKETING REACH:

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

### SOCIAL MEDIA:

Facebook (3,500+), Instagram (1,800+), Twitter (1,200+)

# WESTSIDE BABY ANNUAL CAMPAIGNS



## *Give Joy*

NOVEMBER/DECEMBER 2024

Our Give Joy campaign involves community drives, financial support, and volunteer engagement. WestSide Baby collects and distributes cold weather items, along with diapers, toys, books, and other essential items. This multi-channel campaign reaches many pockets of King County with digital advertising, direct mail, and email marketing.

In 2024, our campaign goals include:

- 60 community drives
- An in-person volunteer event attended by 100 people
- Engagement with over 100 donors, resulting in more than \$200,000 in support

### **MARKETING REACH:**

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

### **SOCIAL MEDIA:**

Facebook (3,500+), Instagram (1,800+), X (1,200+)

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