



Blue Ribbon Bash 2018 Corporate Sponsorship Opportunity

About Family Nurturing Center

Family Nurturing Center is dedicated to ending the cycle of child abuse by promoting individual well-being and healthy family relationships. Since 1979, the non-profit social service agency has been a leader in providing quality, innovative and effective child abuse education, and prevention and treatment programs in the community. Through a range of services in our Kentucky and Cincinnati locations, Family Nurturing Center provides free services to more than 30,000 people each year.

Current programs include child abuse treatment services through individual, family and group counseling facilitated visitation, parent-child interaction therapy, Survivors of Abuse Recovery, and parent coaching services; family based parenting education and resources through the Nurturing Parenting Program, Nurturing Fathers, and Every Parents Library; and, education/prevention through Kids on the Block, Stewards of Children and community education and prevention.

Family Nurturing Center's Blue Ribbon Bash

In 1994, Family Nurturing Center created a signature event, the August Affair. Since then, this event has raised over \$1 million to end the cycle of child abuse. The event theme and format have changed over the years, and each year patrons, volunteers and sponsors sign up to support the cause. The **2018 Blue Ribbon Bash** will be held on **Friday, August 24th at the Cincinnati Airport Marriott**. It will mark 24 years of fun and unprecedented community support for the cause. Scrumptious food, drinks, dessert, music by Swampthang, a silent auction and dancing are all part of the evening's festivities.

The annual event has consistently attracted 350-400 people each year.

Through earned media, direct and electronic mail, literally tens of thousands of area residents will have the opportunity to see your company's support of our community vision of safe children, thriving families and nurturing communities.

To discuss corporate sponsorship opportunities, contact, Kathy DeLaura at 513-702-4878.



BLUE RIBBON BASH SPONSORSHIP OPPORTUNITIES - 2018

Benefits	Presenting \$7,500	Technology \$6,500	Platinum \$5,000	Gold \$2,500	Silver \$1,500
EXCLUSIVE to one company	✓				
Opportunity to introduce speaker and/or video	✓				
Corporate logo on all guests mobile phones and auction web site		✓			
Company mentions between entertainment breaks	✓	✓	✓		
Verbal recognition from podium	✓	✓	✓	✓	✓
Recognition in Blue Ribbon Bash programs	Centerfold (2 pages)	Full page	Full page	Half page	Quarter page
Complimentary Blue Ribbon Bash tickets	2 Tables of 10	1 Table of 10	1 Table of 10	1 Table of 8	1 Table of 8
Recognition at the event (signage)	Prominent logo recognition	Significant logo recognition	Significant logo recognition	Logo recognition	Name recognition
Recognition on promotional materials (invitations/website)	Prominent logo recognition	Significant logo recognition	Significant logo recognition	Logo recognition	Name recognition
Company mentions in social media and newsletters	✓	✓	✓	✓	✓
Complimentary Stewards of Children Training or Lunch & Learn at Your Company	✓	✓	✓	✓	✓



2017 Blue Ribbon Campaign and Blue Ribbon Bash

By the numbers

- **1,918** Invitations mailed for Blue Ribbon Campaign Kick off.
- **150+** Attendees at Blue Ribbon Ceremonies in Blue Ash, OH and Florence, KY.
- **1,591** Facebook LIKES.
- **586** Twitter followers.
- **8,289** Red Flag video views on YouTube.
- **146** Red Flag public service announcement videos aired on WCPO-TV.
- **56,733** Page views on www.familynurture.org.
 - **3,291** Cincinnati.
 - **4,511** Northern Kentucky.
 - Average age **25-34**, **54%** male / **45%** female.
 - **63%** organic searches.
- **4,500** Email recipients.
- **8,346** opened Email blasts through month of Nov.
- **8,922** printed newsletters mailed.
- **2,547** Blue Ribbon Bash invitations mailed.
- **200** programs printed for Blue Ribbon Bash.
- **300** attendees at the Blue Ribbon Bash.
- **\$50,000** net revenue at Blue Ribbon Bash.
- **1,958** mobile bids in silent auction at Blue Ribbon Bash.

More than just numbers, this represents people who like you, care about protecting children from all forms of abuse and neglect

www.familynurture.org