2020 BEAT THE ODDS® CELEBRATION

In a nation where today nearly 12 million children live in poverty, the Children’s Defense Fund has continued to work relentlessly for more than 40 years through our policy work, programs, and activism to serve as a strong, effective and independent voice for America’s children living in poverty, especially children of color and those with disabilities.

Our 2020 Beat the Odds Celebration will allow attendees to experience hope and inspiration through the impacts of CDF’s work to improve the lives of all children—both in the region and across America. The Celebration will also feature the Beat the Odds Awards Ceremony honoring five exceptional high school seniors from the Greater Washington region whose lives exemplify the problems we are seeking to solve as well as the incredible potential that exists in every child.

Thursday, March 12, 2020
Carnegie Institution for Science
1530 P Street, NW
Washington, DC 20005
2020 BEAT THE ODDS® CELEBRATION

Thursday, March 12, 2020
VIP Pre-Dinner Reception 6:00-6:30 p.m.
Dinner 6:30 p.m. | Awards Ceremony 7:30 p.m.

I/We would like to sponsor the 2020 Beat the Odds Celebration by making a contribution at the $__________ sponsorship level.

I/We plan to attend the 2020 Beat the Odds Celebration.

I/We cannot attend, but wish to make a contribution of $__________ to the Children's Defense Fund.

Contribution Enclosed

Contribution will be sent prior to February 21, 2020.

All proceeds from the 2020 Beat the Odds Celebration support the Children’s Defense Fund’s work to improve the lives of all children across the region through our programs and initiatives.

Please list my/our name(s) or organization as follows:

<table>
<thead>
<tr>
<th>Your name</th>
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<tbody>
<tr>
<td>Title</td>
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<td>Company / Affiliation</td>
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Please make checks payable to Children’s Defense Fund or provide credit card information below. We accept Visa, MasterCard, and American Express.

| Credit Card# | Expiration Date |

Name on card

Please mail or email a PDF of this sponsorship agreement to:
Children’s Defense Fund
Attn: Crystal Rucker
840 First Street, NE, Suite 300 • Washington, DC 20002
crucker@childrensdefense.org
(202) 662-3626

Children’s Defense Fund is a 501(c) (3) charitable organization. FEIN 52-0895622
Contributions are tax deductible to the fullest extent of the law.
The Children’s Defense Fund interacts with donors, parents, child advocates, policy makers, and many others who are passionate about improving the lives of America's children. In 2018, CDF launched a new website to better engage with our supporters and the communities we serve. There are many opportunities to strengthen your brand and increase your visibility to the more than half a million households we reach annually through our online presence, constituent mailings, and our social media platforms. You will have an opportunity to demonstrate to our community your company’s values and commitment to improving the lives of children.

www.childrensdefense.org
Advertising Specifications

**COLOR:** All ads are in full color: CMYK, 300 dpi with crop marks at 100%.

**SIZE:**
- Full page: 8" x 8" (2400 pixels wide by 2400 pixels high)
- Half page: 7" x 3.375" (835 pixels wide by 880 pixels high)
- Quarter page: 3.5" x 3.5" (1013 pixels wide by 1013 pixels high)

See sample layout next page.

**DOCUMENT FORMAT:** 300 dpi jpg or PDF and original document (InDesign, Photoshop, Illustrator) with imported images and fonts in case we need to make corrections.

Please note: Artwork sent in Microsoft Word documents may be subject to redesign. Text messages can be typeset for you.

**DELIVERY METHOD:** email to crucker@childrensdefense.org

**PLEASE INCLUDE:** Contact name and phone number in case of questions.

**DEADLINE:** WEDNESDAY, MARCH 4, 2020

**SEND ADS TO:**

Crystal Rucker  
Children’s Defense Fund  
840 First Street NE, Suite 300  
Washington, DC 20002  
p (202) 662-3626 • f (202) 662-3510
Quarter page ad
3.375" x 3.375"

Half page ad
7" x 3.5"
Full page ad
8” x 8” with bleeds