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 March 4, 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:

Your name __________________________________________
Title ________________________________
Company / Affiliation ____________________________
Address _______________________________________
City ___________________________________ State __ Zip __
Phone ___________________________ Fax ____________
Email ________________________________

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.

CHAMPION FOR CHILDREN | $50,000
- Prominent Sponsor Logo Recognition on all Beat the Odds Celebration materials and logo featured on-screen at venue.
- Exclusive signage at the private "VIP Pre-Dinner Reception" to showcase your brand and host VIP supporters and partners
- Two VIP Dinner Tables (20 seats)
- 20 Priority Seats at the Beat the Odds Celebration Awards Ceremony
- Acknowledgment as the Beat the Odds Celebration sponsor during the VIP dinner
- Logo placement on CDF’s website and social media platforms, as appropriate
- Opportunities for corporate employee (volunteer) engagement
- Full-page inside front cover advertisement or full-spread in the printed program
- A published, joint press release announcing your partnership with CDF

CHILD DEFENDER | $25,000
- Logo Recognition on all Beat the Odds Celebration pre-event materials
- Two Priority VIP Dinner Tables (20 seats)
- 20 Premium Seats at the Beat the Odds Awards Ceremony
- Acknowledgment as the Beat the Odds Celebration sponsor during the VIP dinner
- Opportunities for corporate employee (volunteer) engagement
- Logo placement on CDF’s website and social media platforms, as appropriate
- Full-spread advertisement in the printed program

CHILD ADVOCATE | $10,000
- Logo Recognition on all Beat the Odds Celebration pre-event materials
- One Priority VIP Dinner Table (10 seats)
- 10 Premium Seats at the Beat the Odds Awards Ceremony
- Acknowledgment as the Beat the Odds Celebration sponsor during the VIP dinner
- Logo placement on CDF’s website and social media platforms, as appropriate
- Full-page advertisement in the printed program

CHILD ALLOY | $5,000
- 5 seats at VIP Dinner Table
- 5 Premium Seats at the Beat the Odds Awards Ceremony
- Half-page advertisement in the printed program
- Logo placement on CDF’s website and social media platforms, as appropriate

FRIENDS OF CDF | $2,500
- 4 seats at VIP Dinner Table
- 4 Premium Seats at the Beat the Odds Awards Ceremony
- Acknowledgement in the Beat the Odds Celebration printed program
- Logo placement on CDF’s website and social media platforms, as appropriate

CDF FAMILY | $1,000
- 2 seats at VIP Dinner Table
- 2 Premium Seats at the Beat the Odds Awards Ceremony
- Name recognition in the Beat the Odds Celebration printed program and website
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

FANS 63,000
IMPRESSIONS 2M+
Engagements 45,000

FOLLOWERS 45,600
IMPRESSIONS 3M+
Engagements 38,000

FOLLOWERS 2,000
Engagements 4,200

Newsweek
npr
THE HILL
The Guardian
UNIVISION

The New York Times
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
Full page ad
8” x 8” with bleeds