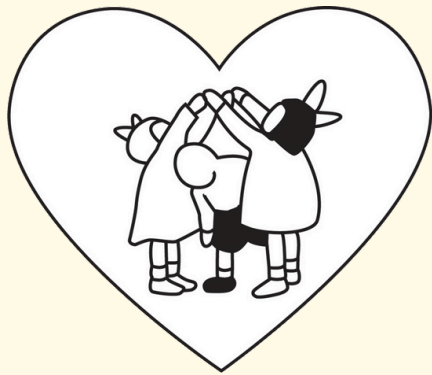




*Adoptions From The Heart<sup>®</sup>*

# EVENT SPONSORSHIP PROPOSAL



FROM:

Julie Tran  
PR & Events Coordinator  
Adoptions From the Heart

ADDRESS:

Adoptions From the Heart  
30-31 Hampstead Circle  
Wynnewood PA 19096

# ABOUT US

AFTH is a private, 501C3 nonprofit infant and young child-placing adoption agency. **Began by an adoptee in 1985, Maxine Chalker** integrated her personal experience into her vision for the agency. AFTH's unique approach to adoption was shaped by centering the experiences of adoptees in addition to understanding the perspectives of birth and adoptive parents.

**Education and support are the heart of what we do to foster life-long learning, and empathy within the adoption community.** Our goal is to empower expecting parents by offering comprehensive education about all available choices, ensuring they can make decisions free from pressure or bias, in line with our inclusive ethos

AFTH continues to remain true to Maxine Chalker's original vision and is unwavering in our commitment to advocacy, **ensuring every individual's voice is heard and respected and that our services remain a beacon of support and empowerment for all members of the for all members of the adoption triad.**



"Adoptions From The Heart continues to uplift and support me when I need it. Sometimes it is financially, but other times it is being a safe space for me to have a voice, feel loved, appreciated, and seen."

-Mary, AFTH Birthmother



-Maxine Chalker,  
Founder of Adoptions  
From the Heart



# ABOUT OUR EVENT

## ANNUAL FAMILY PICNIC

We are excited to host our Annual Family Picnic! Our annual picnic is one of our favorite and largest events of the year that celebrates families brought together by adoption. This is a great place for Birth and Adoptive families to reunite and connect. **We anticipate a large turnout this year, including community members, local businesses, and esteemed guests!**



**DATE:** SUNDAY, JUNE 9TH 2024

**TIME:** 10AM - 1PM

**PLACE:** LUKEN'S PARK (HORSHAM, PA)

## ACTIVITIES:

CHILDREN'S GAMES

CHILDREN'S CRAFT TABLE

BASKET RAFFLES & 50/50

ICE CREAM TRUCK

FREE FAMILY PHOTOS

MUSIC/DJ

... **AND MORE!**

# WAYS FOR YOUR BUSINESS TO PARTICIPATE



The purpose of our Annual Family Picnic is to **raise funds for expecting and birth parents in need and provide resources and education for our community.** With your help, you will not only be helping us achieve our fundraising goals but also making a significant contribution to the betterment of our community.

We offer these various sponsorship packages designed to provide your organization with valuable exposure and recognition.

**Let's join forces to align our visions and cultivate a partnership that extends far beyond the event!**

"I have enormous respect for the services and resources Adoptions From The Heart offers to birthparents post-placement, and I wanted to support that effort."

~ **Debbie Spivack**

Principal Attorney at Offit Kurman  
on why she chooses to sponsor AFTH





# PURPLE SPONSOR

\$1,000 (LIMIT TO TWO)

TOTAL VALUED OF \$2500

## What's Included

- PR pitching to media outlets about our partnership  
\*No guaranteed coverage\*
- Press release about business shared in your location
- A whole page advertisement in our AFTH Newsletter reaching over 3500 families
- Three promotional social media posts and one video promotion on our platform (24,291 followers)
- Distribution of company's marketing material/giveaways at the picnic
- Signage on Welcome Banner
- Brand Exposure on ALL AFTH promotional material
- Logo display & live link on our website
- Business exposure in our Small Business Gift Guide during the holidays

OUR PURPLE SPONSOR WILL ALSO RECIEVE TEAL SPONSOR BENEFITS

## BONUS BENEFITS

- Sponsor of one of the high traffic activities
- Social Media Promotion (24,291 followers)

**AND MORE!**



# TEAL SPONSOR

\$500

TOTAL VALUED OF \$1000



## What's Included:

- Sponsor of one of the high traffic activities (signage displayed)
- Three promotional social media posts on our platform (24,291 followers)
- A half page advertisement in our AFTH Newsletter reaching over 3500 families
- Logo on our website
- Company's live link on AFTH website
- Business promotion in our Small Business Gift Guide during the holidays

OUR TEAL SPONSOR WILL ALSO RECIEVE YELLOW SPONSOR BENEFITS

## BONUS BENEFITS

- Table or display at the event
- AFTH Newsletter reaching over 3500 families

**AND MORE!**





# YELLOW SPONSOR

\$250

TOTAL VALUED OF \$750

## What's Included

- A shoutout in our AFTH Newsletter reaching over 3500 families
- Table or display at the event
- One promotional social media post on our platform (24,291 followers)



# ACTIVITY SPONSOR

**\*LIMITED 2\***

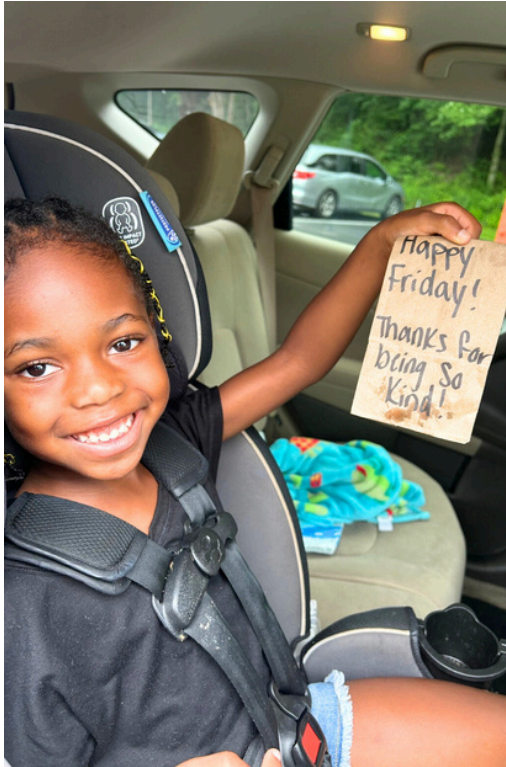
TOTAL VALUED OF \$900

**This is free if you host an experience or demonstration during our event!**

- Showcase your business to more than 200 attendees by providing an activity such as soccer camps, bounce houses, petting zoos, etc.
- Table or display with your business information
- Business promotion in our Small Business Gift Guide during the holidays
- One promotional video on our social media platform (24,291 followers)

\*Must apply for our activity sponsorship by emailing [JuileT@afth.org](mailto:JuileT@afth.org) and will be approved at a first come first serve basis.\*

# THANK YOU!



WE LOOK FORWARD TO  
WORKING WITH YOU!

## Adoptions From The Heart®

Sponsorship **REGISTRATION DEADLINE: May 31st, 2024**

All donations are tax deductible:  
**501:C3 Tax ID: (23-2372152)**

Please e-mail company name, logo, and link  
to website to : [JulieT@afth.org](mailto:JulieT@afth.org)

Please make check payable to:  
**ATTN: Annual Family Picnic Sponsorship  
Adoptions From the Heart  
30-31 Hamstead Circle  
Wynnewood PA 19096**

To pay virtually, please visit:

**Adoptions From The Heart Corporate Giving.**

*Virtual payments are subject to a processing fee.*

