

ADOPTIONS FROM THE HEART
PRESENTS:



35TH ANNUAL FAMILY PICNIC

SPONSORSHIP PROPOSAL



DATE:

June 8th 2025
Lukens Park
540 Dresher Rd
Horsham, PA 19044

ORGANIZED BY:

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.

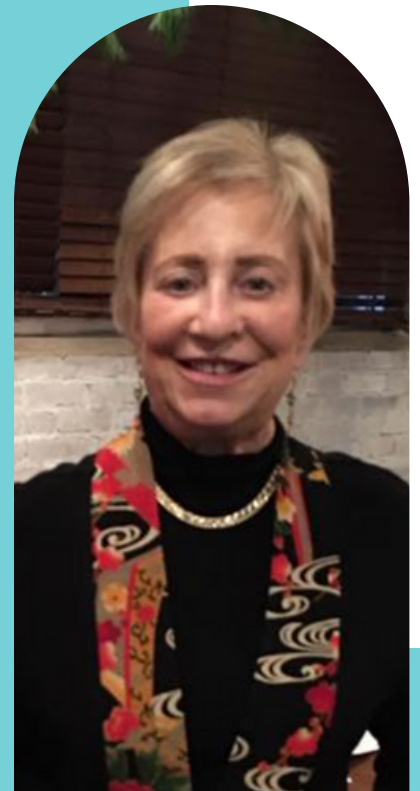
Education and support are the heart of what we do to foster life-long learning, and empathy within the adoption community. Our goal is to empower expecting parents by offering comprehensive education about all available choices, ensuring they can make decisions free from pressure or bias, in line with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

35TH 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 8TH 2025

TIME: 11AM - 2PM

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!**

HOW YOUR BUSINESS WILL BE HIGHLIGHTED

Depending what sponsorship level you choose here are some ways your business will be highlighted:



SOCIAL MEDIA MARKETING

With **over 22,000 followers** on our social media platforms, we will feature your business in our social media promotions.



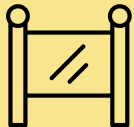
WEBSITE LOGO PLACEMENT

Your logo will be placed on AFTH website for one year reaching over 30,000 clients



EMAIL MARKETING

With an expensive email list we will promote your company in all email marketing promotions for our event.



SIGNAGE AT THE EVENT

We will be highlighting your company logo at specific stations at our event.

& MORE!

NOTE:

Sponsorship opportunities are limited—sign up today to secure your spot! **The deadline for sponsors is May 28th.** All sponsorships are subject to review and final approval.

"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**

Law Offices of Debbie E. Spivack
on why she chooses to sponsor AFTH



MAIN PRESENTING SPONSOR

SOLD OUT

\$1,000 (LIMIT TO ONE)

TOTAL VALUED OF \$2500

You Will Receive:

- **Exclusive presenting sponsor for the Annual Family Picnic**
- **Special recognition announcement the start of the event**
- **Prime sponsor booth location in a high-traffic area at the picnic**
- **Opportunity to display corporate banner at the registration tent**
- **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 30,000 clients**
- **Three promotional social media posts promotion on our platform (24,291 followers)**
- **Distribution of company's marketing material/giveaways at the picnic**
- **Signage on registration yard sign**
- **Brand Exposure on ALL annual Family Picnic promotional material**
- **Logo display & live link on our website**





PURPLE SPONSOR

\$700

TOTAL VALUED OF \$1500

You Will Receive:

- **Sponsor of one of the high traffic activities (signage displayed)**
- **Two promotional social media posts on our platform (24,291 followers)**
- **A half page advertisement in our AFTH Newsletter reaching over 30,000 clients**
- **Company logo on our event website for 1 year**
- **Company's live link on AFTH website**
- **Business promotion in our Small Business Gift Guide during the holidays**
- **Opportunity to pass out brochures or company promotional materials at registration booth**

OUR PURPLE SPONSOR WILL ALSO RECIEVE TEAL SPONSOR BENEFITS

BONUS BENEFITS

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

AND MORE!



TEAL SPONSOR

\$500

TOTAL VALUED OF \$1000

You Will Receive:

- **Sponsor of one of the high traffic activities (signage displayed)**
- **One promotional social media posts on our platform (24,291 followers)**
- **A quarter page advertisement in our AFTH Newsletter reaching over 30,000 clients**
- **Logo on our website**
- **Company's live link on AFTH website**
- **Company information at one of our high traffic activities**

OUR TEAL SPONSOR WILL ALSO
RECEIVE YELLOW SPONSOR BENEFITS

BONUS BENEFITS

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

AND MORE!



YELLOW SPONSOR

\$300

TOTAL VALUED OF \$750

You Will Receive:

- Logo on AFTH event website for one year
- Sponsor table or display at the event
- Signage at the crafts section
- Mention in our AFTH newsletter reaching over 30,000 clients



COMMUNITY SPONSOR

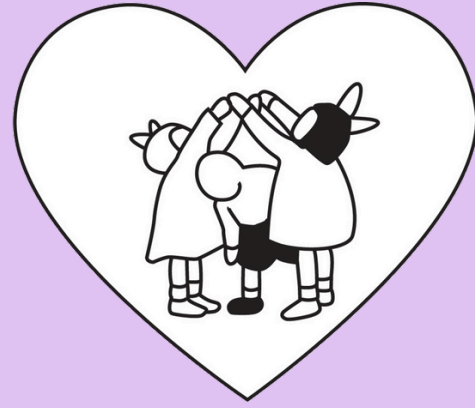
\$150

TOTAL VALUED OF \$900

You Will Receive:

- Table space at event grounds
- Logo placement on website for one year
- Mention in our AFTH newsletter reaching over 30,000 clients

THANK YOU!



WE LOOK FORWARD TO
WORKING WITH YOU!

Adoptions From The Heart®

Sponsorship REGISTRATION DEADLINE: May 28th, 2025

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

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.

