

KIDS NIGHT OUT

20TH
ANNUAL

2016

SAVE THE DATE! | APRIL 9, 2016

FEATURING A SPECIAL PERFORMANCE BY

BRAD PAISLEY



BOYS & GIRLS CLUBS
OF GREATER KANSAS CITY

More Than *100* Years of Building
Great Futures

**KIDS
NIGHT
OUT**

20TH
ANNUAL

With
**BRAD
PAISLEY**

ABOUT KIDS NIGHT OUT

April 9, 2016



UMB

Count on more.®

**Presenting
Sponsor:**

with Honorary Chairs: Lisa and Mike Hagedorn

Location: Overland Park Convention Center
6000 College Boulevard
Overland Park, KS

Date / Time: Saturday, April 9, 2016 /
5:00 pm – 10:00 pm

Guests: 1,100+ adults; professional; guests from two-state (Kansas, Missouri); five-county region with a concentration on attendance of people living in greater Kansas City metropolitan area.

Table and Underwriting sponsorships range from \$100,000-\$2,500.
Single admission tickets are \$500.

Evening

Highlights: Cocktail pre-event reception, silent auction, live auction, dinner, celebrity entertainment, after-party

Event Info: Rated as one of the top Galas in the Greater Kansas City area, the Kids Night Out fundraising event raises over \$1 million each year through philanthropic donations. All funds raised support the programs offered by the Boys & Girls Clubs of Great Kansas City. Previous celebrity entertainers include: Keith Urban, John Travolta, Martin Short, Julie Andrews, Al Pacino, Whoopi Goldberg, and many others.

Contact: Julie Kaul, Director, Special Events
p: 816.462.0131 / e: JKaul@HelpKCKids.org

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ABOUT THE CLUBS

April 9, 2016



The Boys & Girls Clubs of Greater Kansas City has served as a leader in youth development programming and advocacy efforts for urban youth for more than a century. The clubs provide access to life-changing programs, resources, opportunities and experiences in safe, secure environments for the young people who need us the most. Our strategic vision is to assist Kansas City's children and youth to live out their greatest dreams through the development of skills and competencies and keep 100% of active Club participants on track for high school graduation with post-secondary plans. All Boys & Girls Club programs are based on a youth development strategy that guilds self-confidence and self-esteem and fosters a sense of belonging, competence, usefulness and influence.

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- 2 - INDEPENDENCE, MO
- 2 - KANSAS CITY, MO
- 1 - KANSAS CITY, KS
- 1 - OLATHE, KS

82% live in single parent households

86% qualify for free or reduced lunch

Combined median household income: **<\$25,000**

J&D Wagner/Hawthorne Club families earn less than \$10,000/year

One school year Club membership fee: **\$15**

Avg. cost to serve an active member/yr is \$2,500.

57% male
43% female

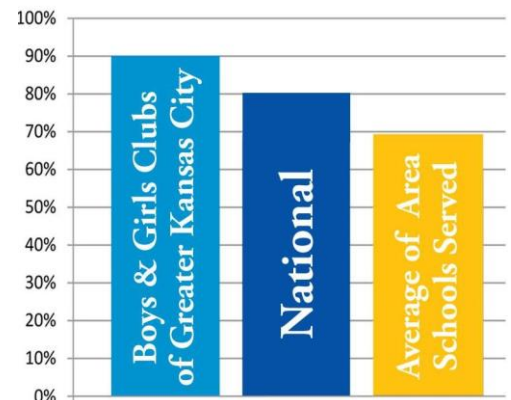
2015 GOAL:

8,000 ENROLLED MEMBERS

2015 GOAL:

1,300 MEMBERS SERVED DAILY

GRADUATION RATE



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BENEFITS OF SPONSORSHIP



| Level | Investment | Tickets | Benefits |
|--|-------------------------------------|---------|---|
| Ballroom Underwriting Sponsor | \$100,000 | 20 | <ul style="list-style-type: none"> • Promoted as Ballroom Underwriter on all print and e-marketing materials • Recognition on stage at event • Opportunity for one (1) representative to participate in introductory role onstage at event • Premiere logo and/or name placement on event slideshow • Two full-page ads in the event program, designed by donor • Twenty tickets to dinner and performance at one stage-side table and 10 VIP Valet Passes • Photograph for one couple (2 individuals) with celebrity guest <i>(pending celebrity contract stipulations)</i> • Other benefits – as listed in Sponsorship Benefits Summary |
| Entertainment Underwriting Sponsor | \$75,000 | 10 | <ul style="list-style-type: none"> • Promoted as Entertainment Underwriter on all print and e-marketing materials • Recognition on stage at event • Opportunity for one (1) representative to participate in providing onstage introduction of celebrity guest • Premiere logo and/or name placement on event slideshow • One full-page ad in the event program, designed by donor • Ten tickets to dinner and performance at one stage-side table and five VIP Valet Passes • Photograph for one couple (2 individuals) with celebrity guest <i>(pending celebrity contract stipulations)</i> • Other benefits – as listed in Sponsorship Benefits Summary |
| Cocktail Party Underwriting Sponsor | \$50,000 (Exclusive Opportunity) | 10 | <ul style="list-style-type: none"> • Promoted as sponsor of pre-event cocktail reception in select print and e-marketing materials • Premier logo placement on printed signage at cocktail reception AND at every bar • Premiere logo placement on select print and e-marketing materials, <i>pending print deadlines</i> • One autographed program <i>(pending celebrity contract stipulations)</i> • Photograph for one couple (2 individuals) with celebrity guest <i>(pending celebrity contract stipulations)</i> • Ten tickets to dinner and performance at one spotlight table and five VIP Valet Passes • Other benefits – as listed in Sponsorship Benefits Summary |

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BENEFITS OF SPONSORSHIP



| Level | Investment | Tickets | Benefits |
|--|-------------------------------------|---------|---|
| Platinum Star Event Sponsor | \$50,000 | 20 | <ul style="list-style-type: none"> • Twenty tickets to dinner and performance at two spotlight tables and ten VIP Valet Passes • Premiere logo placement on select print and e-marketing materials, <i>pending print deadlines</i> • One full-page ad in the event program, designed by donor • Photograph for one couple (2 individuals) with celebrity guest (<i>pending celebrity contract stipulations</i>) • One autographed program (<i>pending celebrity contract stipulations</i>) • Corporate sponsor recognition in event video • Other benefits – as listed in Sponsorship Benefits Summary |
| Silent Auction Underwriting Sponsor | \$30,000 (Exclusive Opportunity) | 10 | <ul style="list-style-type: none"> • Promoted as sponsor of Silent Auction in select print and e-marketing materials • Premier logo placement on printed signage at Silent Auction AND on every Silent Auction table • Logo placement on mobile bidding platform shown on all cell phones for bidders during event • One autographed program (<i>pending celebrity contract stipulations</i>) • Ten tickets to dinner and performance at one premium table and five VIP Valet Passes • Other benefits – as listed in Sponsorship Benefits Summary |
| After-Party Underwriting Sponsor | \$25,000 | 10 | <ul style="list-style-type: none"> • Promoted as sponsor of After-Party in select print and e-marketing materials • Premier logo placement on printed signage at After-Party • One autographed program (<i>pending celebrity contract stipulations</i>) • Ten tickets to dinner and performance at one super table and three VIP Valet Passes • Preferred table placement (<i>based on pledge date</i>) • Sponsor spotlight recognition in Club e-newsletter reaching over 5,000 e-fans • Other benefits – as listed in Sponsorship Benefits Summary |

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| Level | Investment | Tickets | Benefits |
|--|------------|---------|--|
| Gold Star Event Sponsor | \$25,000 | 10 | <ul style="list-style-type: none"> Ten tickets to dinner and performance at one spotlight table and three VIP Valet Passes Preferred logo exposure during event and on Event Program One full-page ad in the event program, designed by donor One autographed program (<i>pending celebrity contract stipulations</i>) Preferred table placement (<i>based on pledge date</i>) Sponsor spotlight recognition in Club e-newsletter reaching over 5,000 e-fans Other benefits – as listed in Sponsorship Benefits Summary |
| Guest Gift Underwriting Sponsor | \$20,000 | 10 | <ul style="list-style-type: none"> Promoted as sponsor of Guest Gift in select print and e-marketing materials Premier logo placement on packaging for Guest Gift given to <u>all</u> event attendees One autographed program (<i>pending celebrity contract stipulations</i>) Ten tickets to dinner and performance at one preferred table and two VIP Valet Passes Preferred table placement (<i>based on pledge date</i>) Sponsor spotlight recognition in Club e-newsletter reaching over 5,000 e-fans Other benefits – as listed in Sponsorship Benefits Summary |
| Silver Star Event Sponsor | \$15,000 | 10 | <ul style="list-style-type: none"> Ten tickets to dinner and performance at one premium table and two VIP Valet Passes Preferred logo on select print material, including event program One half-page ad in the event program, designed by donor Other benefits – as listed in Sponsorship Benefits Summary |
| Superstar Event Sponsor | \$10,000 | 10 | <ul style="list-style-type: none"> Ten tickets to dinner and performance at one super table and one VIP Valet Pass Company logo recognition on event slideshow Company logo/name recognition on select print material, including One quarter-page ad in the event program, designed by donor Promotion of your business with Boys & Girls Clubs of Greater Kansas City social media sites-1,600+ fans Other benefits – as listed in Sponsorship Benefits Summary |

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| Level | Investment | Tickets | Benefits |
|------------------------------------|------------|---------|--|
| Shooting Star Event Sponsor | \$5,000 | 10 | <ul style="list-style-type: none">• Ten tickets to dinner and performance at one preferred table• Personalized table signage• Name placement on event slideshow• Post-event recognition in print media• Other benefits – as listed in Sponsorship Benefits Summary |
| Starburst Event Sponsor | \$2,500 | 6 | <ul style="list-style-type: none">• Six tickets to dinner and performance at one reserved table for twelve guests• Company name included on donor recognition page of Event Program• Post-event recognition in print media• Year-round listing on BGCGKC website |

KIDS NIGHT OUT EVENT COMMITTEE

Honorary Chairs

Lisa and Mike Hagedorn

Jess Adams
Cathy Beaham Smith
Aaron Burris
Ellen Burris
Michelle Camber
Rob Cleavinger
Erika Dickey
Sarah Fairbank
Brandon Fancher
Paul Fischer
Jason Franklin
Kristy Harrison
Joyce Hayhow
Trey Humphrey

Event Co-Chairs

Jackie and Andy Burczyk
Anita and Dean Newton

Stacy Jackson
Valerie Jennings
Lisa Ketteler
Cassie Lane
Mark Larrabee
Jan Leonard
Jennifer Lowe
Laurie Morrissey
Mark Nuss
Susie Oliver
Shauna Olson
Roshann Parris
Jig Patel
Eric Schroeder

Steve Sestak
David Shepard
Dave Smith
Rachel Smith
Alok Srivastava
Ann Steed
Connor Teahan
Paul Thomas
Shawn Thomas
Sean Toohig
Ted Vanzante
Eric Willey
Terry Wilson
Nicole Wosje

CORPORATE SPONSORSHIP BENEFITS SUMMARY

| | \$100,000 Presenting Sponsor | \$100,000 Ballroom Underwriting Sponsor | \$75,000 Entertainment Underwriting Sponsor | \$50,000 Cocktail Party Underwriting Sponsor | \$50,000 Platinum Star Event Sponsor | \$30,000 Silent Auction Underwriting Sponsor | \$25,000 After-Party Underwriting Sponsor | \$25,000 Gold Star Event Sponsor | \$20,000 Guest Gift Underwriting Sponsor | \$15,000 Silver Star Event Sponsor | \$10,000 Superstar Event Sponsor | \$5,000 Shooting Star Event Sponsor | \$2,500 Starburst Event Sponsor |
|--|------------------------------|---|---|--|--------------------------------------|--|---|----------------------------------|--|------------------------------------|----------------------------------|-------------------------------------|---------------------------------|
| Event Tickets | 3 Tables (30 Seats) | 2 Tables (20 Seats) | 1 Table (10 Seats) | 1 Table (10 Seats) | 2 Tables (20 Seats) | 1 Table (10 Seats) | 1 Table (10 Seats) | 1 Table (10 Seats) | 1 Table (10 Seats) | Table (10 Seats) | 1 Table (10 Seats) | 1 Table (10 Seats) | 1/2 of 12-seat Table (6 Seats) |
| On-stage time at Event | • | • | • | | | | | | | | | | |
| Exclusive Named Sponsorship | • | | | • | | • | | | | | | | |
| Preferred Table Placement (based on pledge date) | • | • | • | • | • | • | • | • | • | | | | |
| Valet Passes | 15 | 10 | 5 | 5 | 10 | 5 | 3 | 3 | 2 | 2 | 1 | | |
| Personalized Table Sign | • | • | • | • | • | • | • | • | • | • | • | • | |
| Event Program Book | Center Spread (2) | 2 Full Pages | 1 Full Page | | 1 Full Page | | | 1 Full Page | | 1/2 Page | 1/4 Page | | |
| Silent Auction | • | • | • | • | • | • | • | • | | | | | |
| Autographed Program Book (pending celebrity guest contract stipulations) | • | • | • | • | • | • | • | | | • | | | |
| Photo of 2 people (1 couple) with celebrity (pending celebrity guest contract stipulations) | • | • | • | • | • | | | | | | | | |
| Logo Placement in all Event materials | • | • | • | | | | | | | | | | |
| Logo/Name placement on event slideshow | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Social Media announcement | • | • | • | • | • | • | • | • | • | • | • | • | |
| Corporate Sponsor Recognition in Video | • | • | • | • | • | | | | | | | | |
| Year-round listing on BGC website | • | • | • | • | • | • | • | • | • | • | • | • | • |
| Sponsor spotlight recognition in Club e-newsletter | • | • | • | • | • | • | • | • | • | • | | | |

Sponsor Partnership Details: Timeline and Ad Guidelines

Kids Night Out Sponsorships are accepted throughout the year, with deadlines associated with the 2016 event described below:

- Sponsorships pledged by September 30, 2015 will be listed in the Save-the-Date promotions and by December 30, 2015 for Invitations/Promotional efforts as benefits allow per level.
- Program advertisements/art work is due to events@helpKCKids.org by February 20, 2016. Layout information for program ads will be available at KidsNightOutKC.com or by request.

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20TH ANNUAL

Saturday, April 9, 2016

4001 Blue Pkwy, Ste 102
Kansas City, MO 64130
Web: KidsNightOutKC.com
Phone: 816.361.3600
Fax: 816.361.3675
ATTN: Kids Night Out

SPONSORSHIP AGREEMENT FORM



Contact Information

Company Listed As: _____
Primary Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Daytime Phone: _____ Email: _____
Web site (URL): _____

As part of your sponsorship, the Boys & Girls Clubs would like to contact the company's Public Relations team for cross-promotional opportunities, such as logo placements, local media stories and social media announcements. Please list the appropriate name, phone number, and email for our contact.

Name: _____
Phone Number: _____ Email: _____

Sponsor Information

I agree to support Kids Night Out 2016 at the following level:

- Ballroom Underwriting Sponsor - \$100,000*
- Entertainment Underwriting Sponsor - \$75,000*
- Platinum Star Event Sponsor - \$50,000
- Cocktail Party Underwriting Sponsor - \$50,000*
- Silent Auction Underwriting Sponsor - \$30,000*
- Gold Star Event Sponsor - \$25,000
- After-Party Underwriting Sponsor - \$25,000*
- Guest Gift Underwriting Sponsor - \$20,000*
- Silver Star Event Sponsor - \$15,000
- Superstar Event Sponsor - \$10,000
- Shooting Star Event Sponsor - \$5,000
- Starburst Event Sponsor - \$2,500
- Star Individual Ticket - \$500 X _____ tickets
- I am unable to attend, but would like to donate \$_____ to Kids Night Out

**Based on availability*

Payment Information and Terms

Payment Enclosed via Check – Please mail check to address listed above ATTN: Kids Night Out
 Charge total sponsorship amount to the following credit card:
Card No. _____ Expiration Date: _____
Printed Name on Card: _____ CCV Number: _____
Signature: _____
Billing Address for Card (if different than above): _____
 Invoice Requested – Invoice will be sent to contact listed above.

Please submit completed form to events@helpckkids.org
You may also fax completed form to 816.361.3675, ATTN: Kids Night Out. ***All payments must be received by APRIL 8, 2016.***