

SPECIAL NEEDS PROGRAMMING INITIATIVE  
TEACHER TRIBUTES  
BUILDING COMMUNITY  
SUPPORT COMMUNITY  
PARK-A-DAY  
THE ALLIANCE FOR EARLY CHILDHOOD  
SCHOOLS  
EDUCATOR PROGRAMS  
**SPONSORSHIP OPPORTUNITIES**  
FAMILY PROGRAMS  
SCREENBREAK  
EDUCATIONAL LECTURE SERIES FOR PARENTS  
EARLY CHILDHOOD  
TWINS AND MULTIPLES  
FAMILY PROGRAMS  
NETWORKING EVENTS  
AMERICAN RED CROSS  
BABYSITTING CLASSES  
MORE THAN 25 YEARS  
PROFESSIONAL DEVELOPMENT



**The Alliance**  
FOR EARLY CHILDHOOD



# ANNUAL ALLIANCE PROGRAMS

Our year-round programs support and educate parents, caregivers and educators.

1

## **Early Childhood**

The Alliance's biannual newsletter

3

## **Let's Play**

Programming encouraging unstructured, creative play

2

## **Educational Lecture Series**

For Parents

4

## **ScreenBreak**

Annual week-long program encouraging families to turn off their technology and pursue alternative activities

5

## **Networking & Professional Programs**

For Professionals

7

## **Teacher Tributes**

A program enabling people to honor beloved educators

6

## **Special Needs Programming Initiative**

Focused on supporting parents and teachers of children with special needs

8

## **Twins and Multiples**

An initiative to support parents and teachers of multiples

9

## **American Red Cross Babysitting Classes**

For Junior High School students



# APPLAUSE FROM OUR SPONSORS

“

In 2010, the Mother/Son Date Night had 53 participants; however, thanks to our partnership it has flourished to over 200 participants. The Winnetka Park District has enjoyed a fantastic and mutually beneficial relationship with The Alliance!

”

- John Muno, Superintendent of Recreation  
- Toby Ross, Recreation Supervisor

“

Our partnership with The Alliance has brought us exposure and new business. We are very pleased!

”

- Stephanie Hochschild, Owner,  
The Book Stall, Winnetka

“

We enjoy additional business thanks to this sponsorship. It's a win-win relationship.

”

- Tao Zhang, Owner,  
Lenswork Studio in Winnetka



## SPONSORSHIP OPPORTUNITIES

Sponsors enjoy exposure to our large and growing audience. Become a business sponsor today!

	ANNUAL GOLD SPONSOR \$2,000	ANNUAL SILVER SPONSOR \$1,250	SINGLE PROGRAM SPONSOR \$800
Website link on Alliance website for one year			
Full page interior ad in our ScreenBreak Guide (approx. 5,000 copy distribution)			
Mention on cover of ScreenBreak Guide			
Business card ad in two issues of our newsletter (approx. 4,300 copy distribution)			
Logo on event flyers and Alliance emails promoting program(s) (over 2,000 contacts)			
Acknowledgment of your sponsorship at all Alliance programs for one year			
The opportunity to distribute additional marketing materials at the program(s)			



## ADVERTISING OPPORTUNITIES

\$1,000 — ScreenBreak Guide full-page ad (7" x 4")

\$575 — ScreenBreak Guide, half-page, interior ad (3" x 4")

\$350 — ScreenBreak Guide, business card-size, interior ad

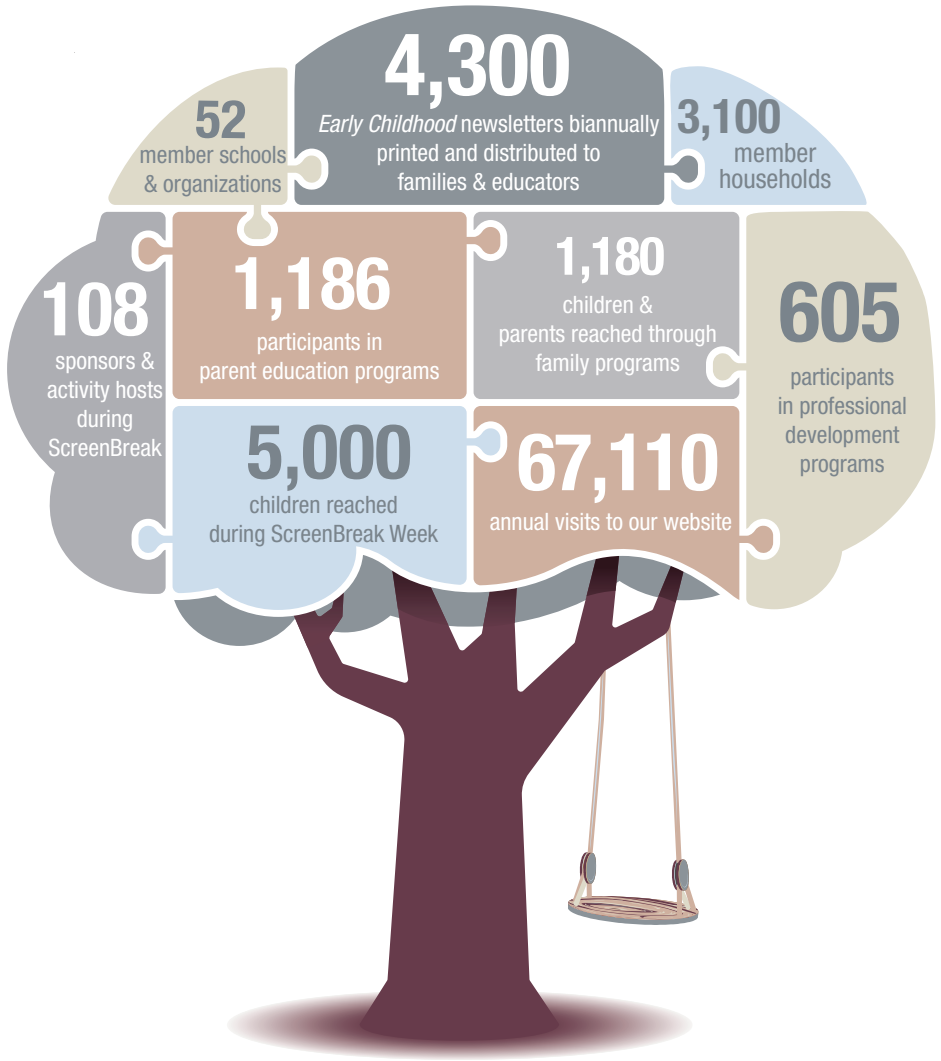
\$150 — ScreenBreak Guide, one-line name-only mention as "Friend of The Alliance"

\$550 — *Early Childhood* Newsletter, square ad in two issues, approx 3.5" x 3.5"

\$325 — *Early Childhood* Newsletter, business card-size ad in two issues, approx. 1.7" x 3"



# THE ALLIANCE BY THE NUMBERS



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