



Kutz Kidz

Dream Big & Albuquerque Police Department

Proposal for

2013 Kutz 4 Kidz Back to School Event

Dear Potential Sponsor,

Dream Big & the Albuquerque Police Department invite you to become a sponsor for the third annual *"Kutz 4 Kidz Back to School Event"* to benefit underprivileged children in our community. This exciting event will be held August 11th, 2013 at Expo New Mexico Villa Hispana from 9:00am-4:00pm. This is a charity event that will provide free professional haircuts, backpacks, and school supplies for underprivileged children, while building relationships with the men and women who protect their lives every day.

For many children, it is the first time in their life where they can have a positive interaction with a Police Officer. In addition to fostering positive relationships with local law enforcement, children will be given the school supplies needed to begin their school year. This will not only help with their self-confidence but show them that there are people in the community who want to see them succeed and know that they matter.

The average cost of school supplies per student in the Greater Albuquerque Area ranges from \$35 to \$55 (depending on grade level)! Many children served at this event, have little or no means to return to school with the proper school supplies needed. We want to help the children feel comfortable going back to school.

The primary source of funding for "Kutz 4 Kidz" is from corporate sponsors, such as you. The "Kutz 4 Kidz " Event receives no governmental funds.

Last year we were able to provide free haircuts to over 1000 youth, sadly we only had enough school supplies for a little over 500 youth. Our goal for the 2013 "Kutz 4 Kidz" is to serve 3,000 youth with both haircuts & school supplies! Your donations will help offset the cost of the event & buy the needed school supplies.

The event will also include a free BBQ, demonstrations of APD's specialized units, live youth entertainment, autographs from UFC Fighters & Local/National Athletes, Car Show, and tons of other family friendly activities for all participants & their families.

Your sponsorship will help assure the success of "Kutz 4 Kidz". Enclosed please find more information on this exciting event and its sponsorship levels. Please do not hesitate to contact me with any questions or concerns. We hope that we can count on your support.

Sincerely,

Kevin W. Banks, Event Director / Founder Dream BIG (505) 328-6954 | kevin.w.banks76@gmail.com

Luis Hernandez, Co-Event Director (505) 688-4122 | Luis@elitemusicnm.com

Event Overview

The 2013 Kutz 4 Kidz Back to School Event is a charity project aimed at providing free haircuts, backpacks, and school supplies for underprivileged children in our community, just in time for back to school.

The average cost of school supplies per student in the Greater Albuquerque Area ranges from \$35 to well over \$55 (depending on grade level)! Many children served at this event, have little or no means to return to school with the proper school supplies needed. With the high costs associated with returning back to school, this event will serve as a resource to help children feel comfortable going back to school.

Our Goal is to serve up to 3,000 children during this event. The avg cost for school supplies and back packs for each student is \$45.00, our total costs for school supplies for this event is \$135,000.00.

Other costs associated with this event include, but are not limited to; Rentals of the following (Venue, Tents, Chair, Stage, Porta Potties, Hand Washing Stations, Additional Air Units) Site Supplies, Advertising, Graphic Design, Printing, Event Coordination/Staff.

We are seeking/accepting the following: Title Sponsors, Media Partners, Product Donations, & Volunteer Groups to ensure the success of this event.

The event will also include a family friendly childrens fair that will be open to the general public.

- FREE BBQ & Product Giveaways (With Haircut Wristband)
- APD Specialized Units on Display
- Youth Entertainment Tent (Live Youth Singers & Youth Dancers)
- Autograph Area to include notable UFC Fighters, College & Professional Athletes
- Car Show (Multiple Car Clubs)
- Ton's of Vendor Displays to include Sports Teams, Community & Youth Organizations, and several Food Vendors providing samples.

Benefits of Sponsorship

As a sponsor of the 2013 Kutz 4 Kidz Back to School Event, you have the opportunity to make a positive impact on a child's life, help build up their self-esteem & confidence, show them that there are people and businesses in the community who care about them and want to see them succeed.

In addition to making a positive impact in a child's life, your business will benefit from the positive recognition of supporting a charitable community event.

Tax Deductible, this event is a 501c3 tax exempt event; Dream Big is supported by fiscal sponsor NCWC

Sponsorship Options

Friend of Kutz 4 Kidz: \$50.00

- Company/Personal name listed Website & Social Media.

Back Pack & School Supply: \$100.00

- Company/Personal name listed on Website & Social Media Pages as Sponsor
- Company Logo inclusion on Website & Social Media Pages as Sponsor

Level One Sponsor: \$250.00 Monetary or \$500.00 Product Donation

- Logo inclusion on website, social media, (links back to website or FB Page).
- Company name listed on the "Sponsors Sheet" placed in each backpack.
- Placement of company literature throughout event, and inside backpacks to be given away. (Provided By Sponsor)

Level Two Sponsorship: \$500.00 Monetary or \$1,000.00 Product Donation.

- Includes all of level one as well as
- Live mentions on stage during the event.
- Promotion in pre & post event e-mail campaigns to participant's parents, volunteers, barbers, cosmetologists, and vendors. (e-mail list size = 2,500+)

Level Three Sponsorship: \$1000.00 Monetary or \$2,000.00 Product Donation

- Includes Level One & Two as well as;
- Company Logo listed on "Sponsor Sheet"
- Interview on ABQWest Radio Show – 95.9 KIVA The Rock of Talk
- Logo Inclusion on "Kutz 4 Kidz" Banners 2-4 Located throughout event.
- Social Media promotion to over 24,000 collective recipients through Facebook, LinkedIn, Twitter and Google+.
- Banner placement in Entertainment area. (Banner Supplied by Sponsor).
- Outdoor Booth Space Provided (Sponsors Provide Tent and Tables 10x10 area).

Level Four Sponsorship: \$2,500.00 Monetary or \$5,000 Product Donation

- Includes Level One, Two, and Three as well as;
- Company mentions in all pre & post event press releases.
- Company Mentions in all pre & post radio, and TV Interviews.

Level Five Sponsorship: \$5,000.00 and above monetary

- Includes Level One, Two, Three, and Four as well as;
- Sponsor company name & logo included in television, radio, internet, and print advertising.

Sponsorship sign up form

Company Name: _____

Contact Person Name: _____ Title: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Phone: _____ Cell Phone: _____

E-mail Address: _____

Company Website: _____

List all Company Social Media Pages: _____

Brief Description of Company: _____

Please Submit Company Logo to: Luis@elitemusicnm.com

Please Select Sponsor Level

- Friend of Kutz 4 Kidz:** \$50.00
- Back Pack & School Supply:** \$100.00
- Level One Sponsor:** \$250.00 Monetary or \$500.00 Product Donation
- Level Two Sponsorship:** \$500.00 Monetary or \$1,000.00 Product Donation.
- Level Three Sponsorship:** \$1000.00 Monetary or \$2,000.00 Product Donation
- Level Four Sponsorship:** \$2,500.00 Monetary or \$5,000 Product Donation
- Level Five Sponsorship:** \$5,000.00 and above monetary

Our orders are processed by Credit Card, PayPal, or check.

Please Make all Checks Payable to: DREAM BIG

Return form to: Kevin Banks | kevin.w.banks76@gmail.com | 505.328.6954