



Child Care
Resource Center

Virtual

HALLOWEEN



COSTUME



CONTEST



& DANCE PARTY

Fundraiser



About Us.

Child Care Resource Center (CCRC) (formerly known as Work Family Resource Center) is a non-profit child care resource and referral agency committed to providing consumer education, child care referrals and resources to support quality child care in Forsyth and surrounding counties. **CCRC is the home of the largest database of child care programs in the region and offers a combination of free and fee-based services to suit the needs of every family.** Our free resource and referral services are available to anyone needing assistance finding quality child care. **Among the fee-based services are corporate services that provide enhanced child care referral services to employees as part of their benefits package and a nanny referral service.**

In 1991, the Junior League of Winston-Salem, Northwest Child Development Council, The Winston-Salem Foundation, the United Way of Forsyth County and local corporations provided research and funding to support the development of Child Care Resource Center as a vehicle to provide child care resource and referral services to the community. Today, CCRC continues to provide services, funded by a variety of sources, that enhance and enrich our community.

Our Response to the Challenge.

We know the child care industry is a necessary building block for establishing a solid workforce in our local economy. **Child Care Resource Center is focused on referring parents (and families) to quality child care programs and partnering with local child care providers to achieve the highest state level standards.** We believe that parents and grandparents alike deserve to know how to identify and locate child care programs that best match their child's needs.

One of the major reasons the U.S. lags behind other nations in math, reading and science scores is due to the lack of early intervention and quality child care programs. **Child Care Resource Center employs early childhood experts to guide families through the referral process and regularly conducts on-site visits to coach child care providers on how to achieve program excellence.** And even more importantly, research shows that parents who are pleased with their child care arrangements perform better on the job.

Be a Part of the Solution.

Your organization can join CCRC in our efforts to create a solution beneficial to both families and child care programs. With your support, we will continue to Enrich Child Care, Engage Families, and Enhance our Community.

Event Profile.

The purpose of Virtual Halloween Fundraisers is to increase awareness about the services that Child Care Resource Center offers to support the economic growth of our community. During the event we want to provide a safe opportunity for our children's to be able to experience Halloween during this usual time in history with Covid-19.

Date/Time: October 31, 2020—2:00pm

Location: Streaming on Zoom and Face Book Live

Target Audience: Children, parents, grandparents, groups, clubs, individuals and businesses.

Promotional Plan.

- ❑ Promotional piece will be mailed to participants from previous donors, CCRC's mailing lists and announce on all our Social Media Platforms.
- ❑ Event will be advertised in CCRC's e-mail newsletters
- ❑ Event information will be posted on CCRC's website and social media pages and on community event calendars
- ❑ Major advertising campaign on Triad Mom's on Main
- ❑ Media releases to area newspapers and radio stations

Benefits to Sponsors.

- ❑ Tax Deductible Contribution
- ❑ Opportunity to advertise or increase awareness of services to over 2,000 parents with children newborn to 12 years as well as grandparents/care givers
- ❑ Opportunity to advertise to over 800 child care programs and 2,000 teaching staff in Forsyth and 8 surrounding counties





Child Care
Resource Center

Virtual Halloween Costume Contest & Dance Party

October 31th, 2020 1:00pm—2:00pm

Sponsorship Level	Donation	Sponsorship Benefits
Black Panther Sponsors	\$10,000.00	-Company name/Logo listed as Platinum/Presenting Sponsor on all event materials, Advertising, CCRC website, social media, and e-newsletters -Ad space in CCRC's e-newsletters -Face Book Live Shoutout with logo at event -Company name listed in event flyers sent to Childcare providers/daycares -Logo and Listing on our website -7 Raffle Tickets to be entered into contest. (you can create your own give-away to your customers)
Wonder Woman Sponsors	\$5,000.00	-Company name/Logo listed as Gold Sponsor on all event materials, Advertising, social media, and e-newsletters -Company name and logo listed in event flyers sent to child care programs -Logo and Listing on our website -6 Raffle Tickets to be entered into contest. (you can create your own give-away to your customers)
Superman Sponsors	\$2,500.00	-Company name listed in event flyers sent to child care programs -Logo and Listing on our website -5 Raffle tickets to be entered into contest. (you can create your own Give-away to your customers)
Spiderman Sponsors	\$1,250.00	-Company name/Logo listed on CCRC website and logo thank-you on social media. -Company name listed in event flyers sent to child care programs -Listed on our event page as a sponsor -4 Raffle Tickets to be entered into contest. (you can create your own give-away to your customers)
Ironman Sponsors	\$500.00	-Company name listed in event flyers sent to child care programs -Listed on our event page as a sponsor -3 Raffle Tickets to be entered into contest. (you can create your own give-away to your customers)
Batgirl Sponsors	\$250	-Listed on our event page as a sponsor -2 Raffle tickets to be entered into contest. (you can create your own give away to your costume).

I would like to sponsor the Virtual Halloween Contest at the following level:

- Black Panther (\$10,000)
 Wonder Woman (\$5,000)
 Superman (\$2,500)
 Spiderman (\$1,250)
 Ironman (\$500)
 Batgirl (\$250)

Company Name: _____

Contact: _____

Email: _____ Phone Number: _____

Checks payable to: Child Care Resource Center

Mail checks to: 500 W. Fourth St, Suite 202, Winston-Salem, NC 27101

For more information, call or email: Kathy Kenney 619-417-1389 (cell) or 336-245-4900 x1014 (office) or kkenny@childcareresourcecenter.org.