

# Sponsorship Opportunities



## Every Child Deserves the Opportunity to Live, Learn, and Thrive!

Every day parents of children with disabilities, chronic health conditions, and mental health concerns are faced with the difficulty of trying to understand and access much needed services for their child. From diagnosis, to medical care and early intervention, or knowing the best school options for their child, our families are struggling to know where to turn for help.

Family Connection of SC is the “one stop” organization designed to meet the individualized needs of families who are raising a child with a disability.

### *With your investment parents will continue to receive:*

**Specialized Peer Support** programs to address the individualized needs of families by helping them navigate, understand, and access community resources from the perspective of someone who has ‘walked’ in their shoes.

**Workshops and trainings:** Virtual and in-person workshops are offered year round on topics important to parents, families, and professionals caring for a child or youth with a disability.

**Outreach & Information:** Activities and initiatives designed to connect, inform, engage, and build collaborative relationships with families, youth, professionals, and the community.

**Our goal is to empower families with the information they need to make the best choices for their families** and to communicate effectively with the providers in their child’s life—because we know the parent is the constant in the child’s life.



**LEARN MORE  
ABOUT OUR  
WORK**





# Hopes & Dreams Conference

*Support training, education, and advocacy  
in the community.*

Our Hopes & Dreams Conference offers professionals, family members and self-advocates an opportunity to network and attend workshops and trainings. Family members can connect with professionals, and this increased communication sets the stage for children and individuals with disabilities to reach their full potential.



**Thursday, March 27**  
R212  
Richland Two  
Institute of Innovation  
  
763 Fashion Dr.  
Columbia, SC

Contact Jacki Garbinsky, Marketing and Events Manager at:  
**(803) 995-1413 • [jgarbinsky@familyconnectionsc.org](mailto:jgarbinsky@familyconnectionsc.org)**

*Your contributions will help connect more families with  
resources and services to help their children thrive!*

Have questions or need  
more information?



# Hopes & Dreams Sponsorship Levels



**All Levels**

- Company listed in one digital newsletter (33,000 subscribers)
- Company name on event web page
- Company name on sponsor signage at event venue
- Inclusion in event press releases
- Inclusion in social media announcement (10,800 followers)
- Exhibitor space including a 6-foot table and seating for one person.

**Ally  
\$500**

Also receives:

- One additional social media post
- Name Recognition in one additional digital newsletter
- Name Recognition in event-day conference program
- Name recognition on event web page
- Event registration for one person

**Advocate  
\$1,000**

Also receives:

- Two additional social media posts
- Logo recognition in one additional digital newsletter
- Logo recognition in event-day conference program
- Logo recognition on event web page
- Event registration for two people

**Champion  
\$2,500**

Also receives:

- Second-tier logo placement on event web page
- Two additional social posts
- Recognition in two additional digital newsletters
- Quarter-page ad in conference program (interior page)
- Second-tier logo placement on Sponsor Recognition page in conference program book
- Second-tier logo position on day-of event signage
- Logo on online registration page and other online promotions
- Event registration for three people

**Life Changer  
\$5,000**

Also receives:

- Second-tier logo placement on event web page
- Three additional social posts
- Recognition in three additional digital newsletters
- Half-page ad in conference program (interior page)
- Logo placement on Sponsor Recognition page in conference program book
- Second-tier logo position on day-of event signage
- Logo in looped video playing at event venue
- Logo on online registration page and other online promotions
- Event registration for four people

**Presenting Sponsor  
\$7,500**

Also receives:

- Dedicated press release announcing partnership
- Opportunity to include content in event press releases
- Recognition as presenting sponsor in media interviews (if available)
- Prominent logo and Presenting Sponsor Title on event web page. Includes link to your company web site.
- Four additional social media posts
- Recognition in three additional digital newsletters
- Full-page ad on inside front cover of conference program
- Prominent logo and Presenting Sponsor title on Sponsor Recognition page
- Top-tier logo position and Presenting Sponsor title on day-of event signage
- Logo and Presenting Sponsor title included in looped video playing at event venue
- Logo and Presenting Sponsor title included in online registration page and other online promotion
- Event registration for five people

# LOOK!

Capturing moments in the lives of children and young adults with disabilities



## LOOK!™ Photography Exhibit

The LOOK!™ Exhibit features photos of children and young adults from the families we serve. Professional photographers volunteer to host photo shoots capturing these children and young adults doing what they like to do best. The photos are unveiled as a collection at an opening night ceremony and the exhibit remains on display at the featured venue. LOOK! showcases the beauty and unique abilities of those being photographed and helps people see disability in a different way. LOOK! 2025 will open in July at a venue to be announced. Visit [www.familyconnectionsc.org/look](http://www.familyconnectionsc.org/look) for event updates.

Contact Jacki Garbinsky, Marketing and Events Manager at: **(803) 995-1413 • [jgarbinsky@familyconnectionsc.org](mailto:jgarbinsky@familyconnectionsc.org)**



*Your contributions will help connect more families with resources and services to help their children thrive!*

Have questions or need more information?



[www.FamilyConnectionSC.org/look](http://www.FamilyConnectionSC.org/look)

# LOOK!™ Sponsorship Levels



## All Levels

- Company listed in digital newsletter (33,000 subscribers)
- Company name on LOOK! event page
- Inclusion in LOOK! event press releases
- Recognition in social media (10,800 followers)
- Logo in LOOK! Book

## Ally \$1,000

- Also receives:
- Half-page ad in LOOK! Book
  - Sponsor one story page
  - Logo on event night signage

## Advocate \$2,500

- Also receives:
- One additional social post
  - Recognition in one additional digital newsletter
  - Half-page ad in LOOK! Book
  - Sponsor two story pages
  - Logo on event night signage

## Champion \$5,000

- Also receives:
- Two additional social posts
  - Recognition in two additional digital newsletters
  - Full-page ad in LOOK! Book
  - Sponsor three story pages
  - Logo on event night signage

## Life Changer \$7,500

- Also receives:
- Three additional social posts
  - Recognition in three additional digital newsletters
  - Recognition in media interviews (if available)
  - Full-page ad in LOOK! Book
  - Sponsor four story pages
  - Logo on event night signage

## Presenting Sponsor \$10,000

- Also receives:
- Press release announcing partnership
  - Opportunity to include content in event press releases
  - Recognition as presenting partner in media interviews (if available)
  - One dedicated promotion on social media
  - Inclusion in three additional social posts
  - Recognition in four additional digital newsletters
  - Full-page ad inside front cover of LOOK! Book
  - Sponsor five story pages
  - Prominent logo position on event-night signage
  - Opportunity to speak during the exhibit opening



# Buddy Walk Columbia

## Support Buddy Walk

As part of Down Syndrome Awareness Month each October, Buddy Walk is a celebration for families who have a child with Down syndrome. Teams fundraise during the month of October, then Family Connection hosts a festive walk and outdoor get together where families build relationships with each other and our participating business and community partners. Buddy Walk will be held in fall 2025.

Contact Jacki Garbinsky, Marketing and Events Manager at: (803) 995-1413 • [jgarbinsky@familyconnections.org](mailto:jgarbinsky@familyconnections.org)



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# Buddy Walk Sponsorship Levels



## All Levels

- Recognition on Family Connection's Buddy Walk page
- Social media tools to highlight sponsorship on your social media channels
- Recognition during event-day ceremony
- Recognition in post-event digital newsletter
- Opportunity to place a promotional item in Buddy Bags

## Advocate \$500

### Also receives:

- Inclusion in event press releases
- Name on back of event T-shirt
- Recognition on event-day signage
- One social media post
- Two digital newsletters
- Name on Buddy Walk print and online materials
- Four free Buddy Walk T-shirts

## Champion \$1,000

### Also receives:

- Inclusion in event press releases
- Logo on back of event T-shirt
- Recognition on event-day signage
- Two social media posts
- Logo on Buddy Walk print and online materials
- Recognition in three (3) digital newsletters
- Six free Buddy Walk T-shirts

## Life Changer \$2,500

### Also receives:

- Inclusion in event press releases
- Logo on back of event T-shirt
- Recognition on event-day signage
- Three social media posts
- Logo on Buddy Walk print and online materials
- Recognition in three digital newsletters
- Feature article highlighting your company in one digital newsletter
- Opportunity to serve as a T-shirt pick up site
- Eight free Buddy Walk T-shirts

## Presenting Sponsor \$5,000

### Also receives:

- Inclusion in event press releases
- Logo on back of event T-shirt
- Recognition on event-day signage
- Four social media posts
- Logo on Buddy Walk print and online materials
- Recognition in four digital newsletters
- Feature article highlighting your company in one digital newsletter
- Opportunity to serve as a T-shirt pick up site
- Presenting Sponsor Title and logo featured on event-day signage and online presentation
- Opportunity to create a :15 thank you video message to be sent in post-event digital newsletter
- Lawn or window signage highlighting your business as the presenting sponsor of Buddy Walk
- Electronic banner for your website highlighting your business as the presenting sponsor
- Twelve free Buddy Walk T-shirts

# Ongoing

## Sponsorship

## Opportunities

If you are interested in a year-round partnership, we are offering the following opportunities:

### Ongoing Partner Level 1: \$30,000

This partnership level includes Life-Changer sponsor benefits at the Hopes & Dreams Conference and at our LOOK! and Buddy Walk events in 2025. Additional partnership benefits include:

#### Education Resources End of Year Giving Campaign:

Our End of Year Giving campaign launches on Giving Tuesday at the end of November, and continues each Tuesday through the end of December. The campaign features a weekly digital newsletter, social media and YouTube post which links to a dedicated Education Resources web page. The video series will highlight children and families who have been served by Family Connection.

Our Level 1 Ongoing Sponsors will be highlighted as the lead givers in the campaign and will receive recognition on the Education Resources web page, and in weekly digital newsletters, videos, and social media posts throughout the five-week campaign.

#### Community Outreach:

Logo and Ongoing Sponsor title on:

- Family Connection letter included in all mailings of Family Connection materials ordered online by families and professionals
- Slide presentations used in meeting with providers
- Signage at health fairs and community events attended by Family Connection



Ongoing Sponsor:



South Carolina

Blue Cross Blue Shield of South Carolina is an independent licensee of the Blue Cross and Blue Shield Association

#### NICU Support:

- Logo and partner recognition in packet given to families who have a baby in neonatal intensive care. Packet includes guidebook and safe sleep sack.

#### Training:

- Logo included on Family Connection Training Videos posted on our YouTube channel.
- Logo and partnership recognition on our Training Page on [www.familyconnectionsouthcarolina.org](http://www.familyconnectionsouthcarolina.org)

#### Public Relations:

- Recognized as an Ongoing Sponsor in the standard closing paragraph of all FC press releases.

### Ongoing Partner Level 2: \$15,000

This partnership level includes Champion-level sponsor benefits at the Hopes & Dreams Conference and at our LOOK! and Buddy Walk events in 2025. Additional partnership benefits include:

#### Community Outreach:

Logo and Ongoing Sponsor title on:

- Family Connection letter included in all mailings of Family Connection materials ordered online by families and professionals
- Slide presentations used in meeting with providers
- Signage at health fairs and community events attended by Family Connection

#### Public Relations:

Recognized as an Ongoing Sponsor in the standard closing paragraph of all Family Connection press releases.

Support and Information Line  
**1-800-578-8750**  
Para Espanol: 1-888-808-7462

Changing lives by **making connections,**  
**raising awareness,** and **promoting inclusion**  
for those with disabilities and chronic  
health conditions.

