



back to school clothing drive



Driven to provide Arizona kids with the tools they need to succeed.

New Clothes = New Beginnings

— 2022 SPONSOR PACKAGE —

July 18–22, 2022 • Grand Canyon University



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As summer approaches, all of us at Back to School Clothing Drive are excitedly preparing for the in-person return of our “New Clothes = New Beginnings” annual distribution! That’s right, after two years of using contingency plans, we’re finally able to give Arizona’s high-need students the shopping and learning experiences they love and miss. The only thing that would make it better is if YOU’RE there to join us!


“New Clothes = New Beginnings” is one of the longest-running and highly visible philanthropic events in the Valley. (The fact that it’s also the most FUN is a huge bonus!) In addition to the 2,500 volunteers who descend on Grand Canyon University’s campus to serve more than 152 schools from 40 districts, “New Clothes = New Beginnings” is also a “Pay It Forward” event for Arizona’s Family CBS-5/3TV. From live coverage to a three-hour telethon, participation allows our sponsors to live out their commitments to corporate social responsibility while meeting their own needs for increased visibility and a skilled future workforce. By sponsoring this iconic event you will join companies like Discover, Bank of America, Cox, and Charles Schwab in the advancement of educational equality.

We’re pleased to offer the following sponsorships on a first-come, first-served basis. We’re also able to create a custom package based on your goals and budget. Please **call me at 602-920-1808 to secure a set package** or start the process of designing your own. I personally guarantee it’s an experience you will never forget.

Sincerely,

Karl Gentles
Executive Director

**CONTACT US to
become a Sponsor**

 602-920-1808

 karl@btscd.com



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Sponsorship Packages

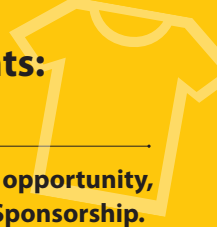
Corporate Day: \$25,000 (Two Available)



Join BHHS Legacy Foundation, Arizona's Family, Discover and Bank of America as an exclusive Day Sponsor. Not only does this package offer high-level visibility during Distribution, it also keeps your company in the spotlight throughout the year.

- No other groups from your industry will attend on your sponsored day
- Corporate signage prominently displayed at the event
- Opportunity for your executives to welcome volunteers
- Opportunity to highlight your company on digital displays all week (up to five slides)
- Media exposure and inclusion in all event press releases
- Recognition at our event luncheon
- Four attendees at our event luncheon
- 12-month "Partner" listing on our website with links
- Logo featured in our Annual Report
- Company profile in an issue of our E-newsletter (delivered to more than 5,000 people)
- Logo in E-newsletter coverage of Distribution (delivered to more than 5,000 people)
- Use of the BTSCD supporter logo for your promotional purposes
- Logo recognition at our Gala dinner
- Opportunity to have BTSCD Executive Director support your corporate social responsibility program
- Social media coverage throughout the week on Instagram and Facebook
- Additional social media mentions throughout the year
- Opportunity to bring volunteers

Distribution Departments: \$15,000 (Eight Available)



If you want a high-impact volunteer opportunity, look no further than a Department Sponsorship.

All week your volunteers will help outfit the students in one of the following areas: shorts, shirts, shoes, backpacks, socks and underwear, *Stitches of Love*, or check out.

- Corporate signage prominently displayed at your department
- Opportunity to highlight your company on digital displays all week (up to three slides)
- Media exposure and inclusion in all event press releases
- Recognition at our event luncheon
- Three attendees at our event luncheon
- 12-month "Partner" listing on our website with links
- Logo featured in our Annual Report
- Logo in E-newsletter coverage of Distribution (delivered to more than 5,000 people)
- Use of the BTSCD supporter logo for your promotional purposes
- Logo recognition at our Gala dinner
- Social media coverage throughout the week on Instagram and Facebook
- Additional social media mentions throughout the year
- Opportunity to bring volunteers



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Learning Zone (Fifteen Available) or Backpack Stuffing (Five Available) \$7,500

This level offers two sponsorships. The Learning Zone is for organizations who want to engage with students through a hands-on experience. (Use your own or we can help develop one!) For those desiring a team-building activity, backpack or care pack stuffing is fun and can be done at Distribution or on your campus.

- Booth Space and Signage displayed in your area (Learning Zone only)
- Featured on digital displays all week
- Media exposure and inclusion in all event press releases
- Recognition at our event luncheon
- Two attendees at our event luncheon
- 12- month "Partner" listing on our website with links
- Logo featured in our Annual Report
- Logo in E-newsletter coverage of Distribution (delivered to more than 5,000 people)
- Use of the BTSCD supporter logo for your promotional purposes
- Logo recognition at our Gala dinner
- Social media coverage throughout the week on Instagram and Facebook
- Opportunity to bring volunteers

*"Discover is passionate about building stronger and brighter communities, and our partnership with Back to School Clothing Drive is one of our favorite ways to do that. **"New Clothes = New Beginnings"** impacts thousands of young students and our employees love the hands-on volunteer opportunity."*

- Mandi Ruppel
Lead Discover Community Affairs Specialist, Discover

Volunteer Break Room: \$5,000 (One Available)

It takes 2,500 volunteers to make this event happen and this unique sponsorship opportunity gets your company in front of all them.

- Corporate signage prominently displayed throughout the break room
- Listing on digital displays all week
- Inclusion in all event press releases
- Recognition at our event luncheon
- Two attendees at our event luncheon
- 12- month "Partner" listing on our website with links
- Logo featured in our Annual Report
- Logo in E-newsletter coverage of Distribution (delivered to more than 5,000 people)
- Use of the BTSCD supporter logo for your promotional purposes
- Logo recognition at our Gala dinner
- Opportunity for giveaways
- Social media coverage throughout the week on Instagram and Facebook
- Opportunity to bring volunteers



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School or District: \$3,000 (Many Available)



Are you a small business looking for visibility in your community? With more than 140 schools from 40 districts participating, one will be in your service area.

- Listing on digital displays the day your school or district attends
- Inclusion in all event press releases
- One guest at event luncheon
- 12- month "Partner" listing on our website with links
- Logo featured in our Annual Report
- Listing in E-newsletter coverage of Distribution (delivered to more than 5,000 people)
- Use of the BTSCD supporter logo for your promotional purposes
- Opportunity for giveaways
- Social media mention on Instagram and Facebook the day your school or district attends
- Opportunity to bring volunteers



Individual and Family: \$400 or \$800 (Many Available)



For those individuals and families who want to change the life of a child through an unforgettable hands-on experience, we offer this non-corporate sponsorship. Not only do these amounts fund our mission, they also align with the Arizona Charitable Tax Credit (ACTC) limits for donors who pay state income tax (\$400/ single and \$800/married, filing jointly). For general information, visit www.bts.cd.com/taxcredit. For information on your specific tax situation, please consult a professional.

- Opportunity to serve as a "Personal Shopper" for as many shifts as you or your family would like throughout the week
- Your name, family name, or dedication listing on our website for 12 months
- A handmade keychain from *Stitches of Love* as a memento of your service

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Distribution at a Glance

30

Participating schools

Each child receives two polo shirts, two shorts, a backpack filled with school supplies, a pair of sneakers, three pairs of socks and underwear, a belt, a dental hygiene kit, handmade accessory items, and books.

152

Title elementary schools and organizations

\$350

Retail value of clothing and supplies received by **each** student

\$1.75M

Value of clothing and supplies distributed

5,000

K-6 Title I students

2,500

Volunteers



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Case for Support

Do you remember how great it felt on your first day of school to get dressed in new clothes, put on a cool pair of shoes, and head out the door with your well-stocked backpack? It's a vivid memory for most of us because it evokes a sense of excitement and limitless possibilities. Back to School Clothing Drive (BTSCD) wants every child to feel like that on the first day, even if their families can't afford to provide those things themselves.

You might be surprised to learn the 2019 Huntington Backpack Index estimates that parents can expect to spend as much as \$1,017 on school supplies for each elementary age child. Then there's the clothes: a basic set of wardrobe essentials costs about \$250, bringing the grand total to just under \$1,300 per student! For the families we serve, \$1,300 isn't disposable income – it's rent and utilities. Now think about how these children feel on the first day of school: anxious while they get dressed in old clothes that don't fit and embarrassed by shoes with holes in them. When they get there, they spend all day making excuses about "forgetting" their backpack or calculator—because they don't have one. School administrators tell us these situations are common and often lead to truancy.

The items we provide not only help students today, they also positively impact the communities they will live in tomorrow. Because the feeling of not fitting in at school isn't just bad for self-esteem, it's also an indicator of

future educational success. A 2018 study* on high school dropout rates of at-risk students showed intervention is more successful when it occurs in elementary school and that dropout rates were lower among students who felt like they "belonged" at school and believed people cared about their education. The measures that adversely affected academic success were living in low-income households and absenteeism. These are our students and their families. Without BTSCD, 25,000 students a year would go to school without appropriate clothes, without proper supplies, and, maybe worst of all, without feeling that somebody cares.

For 55 years Back to School Clothing Drive has helped low-income families break the cycle of poverty by eliminating the barriers that hinder educational success. Because of the generosity of our donors, Arizona's Title I students get stylish clothes and shoes that they can feel proud to wear, as well as all of the supplies they need to keep up with the rest of the class. But most importantly, they get the message – loud and clear – that education matters and people think they're worthy and capable.

**Join us in the pursuit of educational equality.
#ChangeEducationForGood!**



* Long-Term Impact of Systemic Student Support in Elementary School: Reducing High School Dropout, 2018



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