



Pathways LA 3rd Annual Family Fun Day

About Pathways LA: Pathways LA strengthens vulnerable families and promotes economic self-sufficiency by helping parents find and pay for child care and through engaging family programs.

- We help 3,300+ low-income families pay for quality early child care
- The median household income of the families we serve is \$12,096
- 80% of the families we serve are single-parent households
- We host four monthly programs that build community, connect families to critical resources and support, and increase parental involvement in their children's learning & development

When's the event? Pathways LA's 3rd Annual Family Fun Day will be held on Saturday, April 18 from 10:00am – 1:00pm at the Silverlake Independent Jewish Community Center.

Why Sponsor? Family Fun Day is the flagship event for Pathways LA's Family Engagement Program. This event brings together hundreds of parents, children, community organizations, and volunteers for a day of family fun and learning. Join us as we create a special day for these families.

Sponsorship Opportunities:

Feeding Families Sponsor: \$10,000 (1 Sponsorship Opportunity)

- Recognition as sole sponsor of event food
- Includes all benefits of Champion Sponsorship Level
- Additional, exclusive event signage at all food stations

Creative Learning Sponsor: \$7,500 (2 Sponsorship Opportunities)

- Recognition as sponsor of one (1) creative learning & entertainment presentation
- Includes all benefits of Champion Sponsorship Level
- Additional event signage on performance stage

Champion Sponsor: \$5,000

- Live Event Recognition
- Premier Logo Placement on All Event Collateral
 - Premier Placement on Electronic & Print Collateral (online registration, posters, postcards, emails, volunteer/staff t-shirts)
 - Premier Event Signage
 - Press Release
 - Email Newsletter Recognition
 - Four (4) Social Media Mentions
- Recognition in Pathways LA Annual Report
- Opportunity to sponsor an activity booth
- Opportunity to Include Promotional Item in Gift Bags



Advocate Sponsor: \$3,000

- Live Event Recognition
- Logo Placement on Event Collateral
 - Electronic & Print Collateral (online registration, posters, postcards, emails, volunteer/staff t-shirts)
 - Event Signage
 - Email Newsletter Recognition
 - Two (2) Social Media Mentions
- Recognition in Pathways LA Annual Report
- Opportunity to Include Promotional Item in Gift Bags

Friend Sponsor: \$1,000

- Live Event Recognition
- Logo Placement on Event Collateral
 - Electronic collateral (online registration & emails)
 - Event Signage
 - One (1) Social Media Mention
- Recognition in Pathways LA Annual Report

In-Kind Sponsorships

- Recognition will be determined by the fair-market value of donated goods/services

Volunteer Opportunities

- Volunteer and direct-service opportunities for corporations, community organizations, and individuals are also available.

For more information on sponsorship or volunteer opportunities please contact Jason Harris, Director of Development & Communications, at JHarris@pathwaysla.org or (213) 639-1541.

Pathways LA is a nonprofit 501c3 organization, tax ID # 95-3258661.