

2025

**sponsorship
guide**

Join us and make a lasting impact for children
in our community.

about your investment

Together, we're giving young children the strong start they need to shape a future of learning and success. By supporting The Family Conservancy, you're empowering working parents, strengthening our community, and helping build a Kansas City where every child has the opportunity to thrive.

2025 Board of Directors

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about our work

We support the healthy development of young children during the critical first five years of life — when 90% of brain growth occurs.



83K+

Children received support to prepare them for success in school and life.



8.8K

Early care and education professionals enhanced their skills in setting children up for success.



5.1K

Families received the tools they need to prepare their children for success.

For 145 years, The Family Conservancy has proudly served the Kansas City community.

Today, we work hand-in-hand with early educators, parents, and community leaders to ensure every child has the opportunity to build a strong foundation for a lifetime of learning and success. Our vision is a community where all children and families thrive — because when they succeed, we all succeed.

our signature events

Brew for Books

Boulevard Brewing Company / Thursday, April 10, 2025

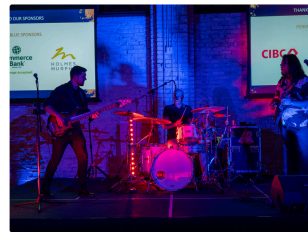
Boulevard Beer. Waldo Pizza. Live Music. And the satisfaction of helping Kansas City's youngest children prepare for success in school and life. Brew for Books is a laid-back benefit to get books into the hands of kids under five.



Blue Carpet Event

The Abbott / Friday, October 17, 2025

Cocktails. Dinner. Auction. Live Music and Dancing. This swanky cocktail party celebrates the triumph of our clients overcoming the odds to be the best parent they can be - changing the trajectory of their family's future.



team engagement activities

Empower Together. Impact Locally.

Gift Books to KC's Youngest Learners

One book can spark a lifetime of learning. Host your own book drive or reading event for children under age 5 to support KC's youngest learners.

Help Families Thrive with a Diaper Drive

Every pack of diapers helps parents focus on nurturing their child's future. Supply the basics to under-resourced families engaged in our parent education programming.

Encourage A Strong Start with School Supplies

When students have the right tools, they can write their own success story. Help level the playing field and kindle their love of learning by ensuring TFC graduates are kindergarten-ready.

bundled sponsorship opportunities

Support both signature events with premium benefits.

Platinum Sponsor

\$20,000 (\$31,500 value)

- Royal Blue Presenting Sponsor at annual Blue Carpet Event Gala (\$20,000 value)
- Smokestack Sponsor at Brew for Books spring fundraiser (\$2,500 value)
- Full-year of recognition and marketing opportunities to donors and clients promoting your support of TFC's mission plus custom video featuring your organization as TFC's community partner (\$9,000 value)

Gold Sponsor

\$15,000 (\$21,500 value)

- True Blue Sponsor at annual Blue Carpet Event Gala (\$15,000 value)
- Smokestack Sponsor at Brew for Books spring fundraiser (\$2,500 value)
- Full-year of recognition and marketing opportunities to donors and clients promoting your support of TFC's mission (\$4,000 value)

Silver Sponsor

\$10,000 (\$14,500 value)

- Tiffany Blue Sponsor at annual Blue Carpet Event Gala (\$10,000 value)
- Smokestack Sponsor at Brew for Books spring fundraiser (\$2,500 value)
- Bi-annual recognition and marketing opportunities to donors and clients promoting your support of TFC's mission (\$2,000 value)

Bronze Sponsor

\$7,000 (\$8,500 value)

- Cobalt Blue Sponsor at annual Blue Carpet Event Gala (\$5,000 value)
- Bourbon Barrel Sponsor at Brew for Books spring fundraiser (\$1,500 value)
- Bi-annual recognition and marketing opportunities to donors and clients promoting your support of TFC's mission (\$2,000 value)

Brew for Books

A laid back event at Boulevard Brewing Co. / April 10, 2025

Sponsorship Level and Benefits	Brewmaster \$5,000	Smokestack \$2,500	Bourbon Barrel \$1,500	Craft Brew \$500
# of Tickets VIP Early Entrance	16 VIP	10 VIP	6 No VIP	4 No VIP
Pre-Event Recognition				
Presenting sponsor logo on save the date and invitation	✓			
Lead sponsor branding with logo on event invitation		✓		
Logo in all digital event promotions	✓			
Company feature on TFC social media channels	✓			
Logo on event website and social media	✓	✓	✓	
Company recognition on social media	✓	✓	✓	✓
On-Site Recognition				
Include merchandise in the "Pilsner Promo" giveaway	✓	✓		
Company logo on screen and sponsor signage during the event	✓	✓	✓	
Name listing on screen and sponsor signage during the event	✓	✓	✓	✓
Post-Event Recognition				
Sponsor recognition in TFC annual report	✓			

TFC Mission Board Upgrade *(must have core sponsorship)*

\$500

Highlight your commitment to TFC's mission by sponsoring the mission boards. These engaging displays will showcase stories of impact and your brand's dedication to supporting the crucial first five years of life. Contact Alyssa at aperbeck@tfckc.org to ensure availability.

Blue Carpet Event

A swanky cocktail party at The Abbott / Oct. 17, 2025

Sponsorship Level and Benefits	Royal Blue \$20,000	True Blue \$15,000	Tiffany Blue \$10,000	Cobalt Blue \$5,000	Turquoise Blue \$3,500	Periwinkle Blue \$2,000
# of Tickets VIP Tables/Entrance	30 VIP	20 VIP	10 VIP	10 No VIP	6 No VIP	4 No VIP
Pre-Event Recognition						
Presenting Sponsor on all promotions and PR	✓					
Recognition on digital promotions/social	✓	✓	✓	✓		
Logo on save the date, invitation, and website	✓	✓	✓			
Company listing on invitation and website	✓	✓	✓	✓		
Company feature on TFC social media	✓	✓				
Recognition on TFC social media	✓	✓	✓	✓	✓	
On-Site Recognition						
Co-branded event backdrop with logo	✓					
Private photoshoot for attendees at event	✓					
Signature cocktail for VIP guests with tableside steward	✓					
Recognition by CEO from stage	✓	✓				
Full-page program ad	✓					
Half-page program ad		✓	✓			
Logo in event program		✓	✓			
Event program listing	✓	✓	✓	✓	✓	✓
Logo on screen and signage during event	✓	✓	✓	✓	✓	
Listing on signage	✓	✓	✓	✓	✓	✓
Post-Event Recognition						
Sponsor recognition in TFC annual report	✓	✓	✓			

Blue Carpet exclusive sponsorship upgrades

Upgrade your event
sponsorship!

*Add one of these
exclusive opportunities
to your sponsorship
package.*

Cocktail Hour **\$3,000**

Sponsor the vibrant cocktail hour, featuring live entertainment and an eye-catching drink wall where guests can enjoy signature beverages. Your brand will be prominently displayed, ensuring maximum visibility.

Wall Mural **\$2,000**

Shine a light on your brand by sponsoring a wall projection that enhances the event atmosphere. Your logo or message will take center stage as a striking visual element, leaving a lasting impression on attendees.

Video Sponsor **\$1,000**

Be the exclusive sponsor of the event's featured video content. Your branding will appear during the presentation, positioning your organization as a champion of the event's impact and message.

***Only one sponsor per upgrade, must have core sponsorship to add on.
Contact Alyssa Perbeck at aperbeck@tfckc.org to ensure current availability.**

2024 Major Sponsors



Partner with TFC

Your generosity and partnership make our events possible but moreover, create lasting impact for the community we serve. Together, we're giving young children the strong start they need.

Become a
Sponsor Today.



contact us

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