

CaPa



Celebrating more than
40 years

of healing
**hearts
& homes!**

2016

PARTNERSHIP OPPORTUNITIES

CAPA is an organization you can
feel good supporting.



Since 1975, CAPA has been
committed to *preventing* and *treating*
all forms of child abuse and neglect by
creating changes in individuals, families and society
that *strengthen relationships*
and *promote healing*.



Each year, CAPA serves
hundreds of
children and adults
through its comprehensive programs.



YOU can join us in celebrating over 40
years of healing hearts and homes!



Become a
CAPA Partner
TODAY!

THANK YOU

to our 2015 Partners!

323.tv

360 Vodka

The Beye Family

Bleu Burger

Blue KC

Boulevard Brewing Co.

Burmeister Gilmore LLP

Centerpoint Medical Center

Cockerell & McIntosh Pediatrics

Commerce Bank

Consolidated Communications Foundation

Corporate Copy Print

County Beverage Company, Inc.

Courthouse Exchange

Dark Horse Distillery

Hawthorn Bank

Independence #1 Hy-Vee

Independence #2 Hy-Vee

Ken & Cindy McClain

McCormick Distilling Co.

Michele McIntosh, MD

Mark Meng & Dr. Kathleen Eubanks-Meng

Judge Ann Mesle

Ophelia's

Oswald Roam Rew & Fry LLC

QuikTrip Corporate

Salt & Light Photography

The Scoular Company of Kansas

Tom Seck, DO

Speaks Family Legacy Chapels

Stonehaus Farm Winery

Symphonic Financial Advisors

Unk's Burgers

Woods Chapel United Methodist Church



Mission Partnerships

As a 2016 CAPA Partner, you join in helping hundreds of local children and individuals find safety and support to achieve their full potential. The following Partnership Levels support CAPA's mission the whole year through and also have marketing benefits throughout the full calendar year.

Sponsorship benefits include, but are not limited to, the following:



RIBBON | \$10,000

- ✂ Year-long logo placement on:
 - All Event Programs (Blue Ribbon, Donor Appreciation Event, Black & Orange)
 - CAPA Connection E-Newsletter (3-4 annually / 3,500+ distribution)
 - Other CAPA promotional e-mails (1-2 per month / 3,500+ distribution)
- ✂ Primary logo and link placement on new Partner Page on CAPA's website
- ✂ Presenting Sponsor recognition by emcee at all events (4+ mentions at Blue Ribbon, Donor Appreciation Event, Black & Orange)
- ✂ Partner Feature in one of CAPA's e-newsletters with additional link to feature on Facebook (3,350+ "LIKES")
- ✂ 20 Regular Event Tickets, 10 VIP Tickets to Blue Ribbon event (\$2,200 value)
- ✂ 25 Complimentary Black & Orange Raffle Entries (\$100 value)
- ✂ Complimentary St. Pat's Parade Entry (\$100 value)

HEART | \$5,000

- ✂ Year-long logo placement on:
 - All Event Programs (Blue Ribbon, Donor Appreciation Event, Black & Orange)
 - CAPA Connection E-Newsletter (3-4 annually / 3,500+ distribution)
 - Other CAPA promotional e-mails (1-2 per month / 3,500+ distribution)
- ✂ Secondary logo and link placement on new Partner Page on CAPA's website
- ✂ Key Sponsor recognition by emcee at all events (3+ mentions Blue Ribbon, Donor Appreciation Event, Black & Orange)
- ✂ Partner Feature in one of CAPA's e-newsletters with additional link to feature on Facebook (3,350+ "LIKES")
- ✂ 15 Regular Event Tickets, 5 VIP Tickets to Blue Ribbon event (\$1,400 value)
- ✂ 15 Complimentary Black & Orange Raffle Entries (\$60 value)
- ✂ Complimentary St. Pat's Parade Entry (\$100 value)

HOPE | \$2,500

- ✂ Year-long logo placement on:
 - All Event Programs (Blue Ribbon, Donor Appreciation Event, Black & Orange)
 - CAPA Connection E-Newsletter (3-4 annually / 3,500+ distribution)
 - Other CAPA promotional e-mails (1-2 per month / 3,500+ distribution)
- ✂ Secondary logo and link placement on new Partner Page on CAPA's website
- ✂ Prominent recognition by emcee at all events (2+ mentions at Blue Ribbon, Donor Appreciation Event, Black & Orange)
- ✂ Partner Feature in one of CAPA's e-newsletters
- ✂ 8 Regular Event Tickets, 4 VIP Tickets to Blue Ribbon event (\$880 value)
- ✂ 10 Complimentary Black & Orange Raffle Entries (\$40 value)
- ✂ Complimentary St. Pat's Parade Entry (\$100 value)

DREAM | \$1,500

- ✂ Year-long logo placement on:
 - CAPA Connection E-Newsletter (3-4 annually / 3,500+ distribution)
 - Other CAPA promotional e-mails (1-2 per month / 3,500+ distribution)
- ✂ Company name listing and link on new Partner Page on CAPA's website
- ✂ Live recognition by emcee at all events (1 mention at Blue Ribbon, Donor Appreciation Event, Black & Orange)
- ✂ 6 Regular Event Tickets, 2 VIP Tickets to Blue Ribbon event (\$560 value)
- ✂ 5 Complimentary Black & Orange Raffle Entries (\$20 value)
- ✂ Complimentary St. Pat's Parade Entry (\$100 value)

JOURNEY | \$750

- ⌘ Year-long logo placement on:
 - CAPA Connection E-Newsletter (3-4 annually / 3,500+ distribution)
 - Other CAPA promotional e-mails (1-2 per month / 3,500+ distribution)
- ⌘ Company name listing and link on new Partner Page on CAPA's website
- ⌘ Live recognition by emcee at all events (1 mention at Blue Ribbon, Donor Appreciation Event, Black & Orange)
- ⌘ 2 Regular Event Tickets, 2 VIP Tickets to Blue Ribbon event (\$320 value)
- ⌘ Complimentary St. Pat's Parade Entry (\$100 value)

Experience Partnerships

The following Partnership Levels are exclusive to one company or group and help support important experiences for our special events throughout the year. You can commit to these in addition to a Mission Partnership for additional marketing benefits for your company!

Partnership benefits include, but are not limited to, the following:

VIP - Blue Ribbon Burgers & Brews VIP Party Sponsor | \$1,000

- ⌘ An Exclusive Partnership!
- ⌘ Logo placement on:
 - Blue Ribbon Invitation *if confirmed by 2/19/16
 - Blue Ribbon program (half page ad)
 - Blue Ribbon promotional e-mails (2-3 total with 3,500+ distribution)
 - Blue Ribbon event page on CAPA Website - with link to company
 - Blue Ribbon event on Facebook (3,350+ "LIKES")
- ⌘ Welcome speaker at VIP Hour
- ⌘ Live recognition by emcee night of event (1+ mention)
- ⌘ 4 Regular Event Tickets, 4 VIP Event Tickets (\$700 value)



BREWS - Blue Ribbon Burger & Brews Beverage Sponsor | \$1,000

- ⌘ An Exclusive Partnership!
- ⌘ Logo placement on:
 - Blue Ribbon Invitation *if confirmed by 2/19/16
 - Blue Ribbon program (half page ad)
 - Blue Ribbon promotional e-mails (2-3 total with 3,500+ distribution)
 - Blue Ribbon event page on CAPA Website - with link to company
- ⌘ Exclusive logo signage at 2-3 event bars
- ⌘ Live recognition by emcee night of event (1+ mention)
- ⌘ 6 Regular Event Tickets, 2 VIP Event Tickets (\$560 value)

BIG BITE - Blue Ribbon Burger & Brews Competition Sponsor | \$500

- ⌘ An Exclusive Partnership!
- ⌘ Logo placement on:
 - Blue Ribbon Invitation *if confirmed by 2/19/16
 - Blue Ribbon program
 - Blue Ribbon promotional e-mails (2-3 total with 3,500+ distribution)
- ⌘ Logo placement on First Place plaques for winning Burger and Brew
- ⌘ Live recognition by emcee night of event (1+ mention)
- ⌘ 4 Regular Event Tickets (\$240 value)

Experience Partnerships (cont.)

PARADE - Independence St. Pat's Parade | \$500

- ⌘ An Exclusive Partnership!
- ⌘ Logo banner on CAPA's Parade Float (250-500 parade attendance)
- ⌘ Logo inclusion on all parade's Facebook promotions (5+ promos /3,350+ "LIKES")
- ⌘ Complimentary Parade Entry for company or group (\$100 value)



*Independence
St. Pat's Parade*

PHOTOBOOTH - Black & Orange Bash Photobooth Sponsor | \$1,000

- ⌘ An Exclusive Partnership!
- ⌘ Logo and contact information on photobooth strips (600+ distributed at event). This is a huge marketing benefit!
- ⌘ Live recognition by emcee night of event (1+ mention)
- ⌘ Additional logo placement on:
 - Black & Orange Bash e-vite and program
 - Event signage
- ⌘ 40 complimentary raffle entries (\$160 value)



In-Kind Partnerships

In addition to monetary partnerships, you may have other resources that could support CAPA's mission and special events. Many In-kind Partnerships receive the same benefits as monetary partnerships of the same level.

Types of In-Kind Support

- ⌘ **Printing Services** - Help CAPA cut printing costs for an upcoming project like event invitations.
- ⌘ **Advertising** - Donate one of the ad spots from your company's package with a local publication.
- ⌘ **Volunteers** - Set up amazing team building opportunity for your employees!
- ⌘ **Items and Services** - Donate items or services that could directly benefit our clients, our agency and/or our special events. Examples include:
 - For Client - Free Health Scans
 - For Agency - Free Legal Consultation
 - For Events - Company tickets to Royals / Chiefs / Sprint Center for raffle or live auction

| | MISSION PARTNERSHIPS | | | | | | EXPERIENCE PARTNERSHIPS | | | |
|--|----------------------|---------------|--------------|---------------|---------------|-------------|-------------------------|----------------|--------------------|--------------|
| | Ribbon \$10,000 | Heart \$5,000 | Hope \$2,500 | Dream \$1,500 | Journey \$750 | VIP \$1,000 | Brews \$1,000 | Big Bite \$500 | Photobooth \$1,000 | Parade \$500 |
| <i>Partner Levels include, but are not limited to the following benefits:</i> | | | | | | | | | | |
| Partner logo with direct link on new Partner Page on CAPA's website | 🎗️ | 🎗️ | 🎗️ | | | | | | | |
| Partner feature in CAPA Connections E-Newsletter (3,500+ distribution) | 🎗️ | 🎗️ | 🎗️ | | | | | | | |
| Partner feature shared on Facebook (3,350+ "LIKES") | 🎗️ | 🎗️ | 🎗️ | | | | | | | |
| Partner name listing with direct link on new Partner Page on CAPA's website | | | | 🎗️ | 🎗️ | | | | | |
| "Presenting Sponsor" recognition at all events (Blue Ribbon, Donor Appreciation Event, Black & Orange) | 🎗️ | | | | | | | | | |
| Live emcee recognition at all events (Blue Ribbon, Donor Appreciation Event and Black & Orange) | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | | | | | |
| Partner logo and direct link in all electronic communications (10+ annual publications with 3,500+ distribution) | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | | | | | |
| Complimentary Blue Ribbon event tickets | 🎗️ x 30 | 🎗️ x 20 | 🎗️ x 12 | 🎗️ x 8 | 🎗️ x 4 | 🎗️ x 8 | 🎗️ x 8 | 🎗️ x 4 | | |
| Complimentary Black & Orange raffle entries | 🎗️ x 25 | 🎗️ x 15 | 🎗️ x 10 | 🎗️ x 5 | | | | | 🎗️ x 25 | |
| Logo on Blue Ribbon invitation (450+ distribution) | 🎗️ | 🎗️ | 🎗️ | 🎗️ | | 🎗️ | 🎗️ | 🎗️ | | |
| Logo on Black & Orange e-vite (1,000+ distribution) | 🎗️ | 🎗️ | 🎗️ | | | | | | 🎗️ | |
| Partner logo with direct link on Blue Ribbon website page only | | | | | | 🎗️ | 🎗️ | 🎗️ | | |
| Partner logo with direct link on Black & Orange website page only | | | | | | 🎗️ | 🎗️ | 🎗️ | | |
| Live emcee recognition at Blue Ribbon only | | | | | | 🎗️ | 🎗️ | 🎗️ | | |
| Live emcee recognition at Black & Orange only | | | | | | | | | 🎗️ | |
| Partner logo on First Place plaques for Burger and Brew | | | | | | | | | 🎗️ | |
| Partner logo on Black & Orange photobooth strips | | | | | | | | | 🎗️ | |
| Exclusive logo banner at St. Pat's Parade | | | | | | | | | | 🎗️ |
| Complimentary St. Pat's Parade entry for commercial or group float | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ | 🎗️ |

Premier Benefits

Experience-Related Benefits

2016 Calendar of Events

Saturday, March 12, 2016 Independence St. Pat's Parade

This annual parade is a community benefit for CAPA. Frank White, Royals Great and CAPA's Children's Champion is the Grand Marshall.

June 2016 Happy Birthday, CAPA! - All Month Donor and Volunteer Appreciation - Date TBD

June is CAPA's anniversary month and we will have special ways to celebrate. We will also host our annual Donor and Volunteer Appreciation event during this important month.

April 2016 National Child Abuse Prevention Month

CAPA takes part in several community events and benefits each year in April. As a CAPA Partner, you will be informed of all events and additional marketing benefits will be available to you.

October 2016 Black & Orange Bash - Date TBD

Black & Orange is one of Kansas City's premier costume-themed events! The evening includes our signature costume contest, raffle packages, and live music by one of the city's hottest bands!

Friday, April 15, 2016 3rd Annual Blue Ribbon Burgers & Brews

SIGNATURE EVENT



Blue Ribbon Burgers and Brews

April 15, 2015 | 200-250 people expected | Hendrick Lexus of Kansas City

Each April, this one-of-a-kind tasting event brings together local burger vendors and breweries showcasing their delicious products all to benefit kids and families! The night also features a premier raffle and live auction. Guests can purchase admission to a VIP experience and have the exclusive opportunity to "Tap the Firkin" and enjoy the first pours of a signature beer cask (a.k.a. firkin).

Held during Child Abuse Prevention Month, Blue Ribbon Burgers & Brews stands for much more than quality food and entertainment — this event helps CAPA raise awareness and funds to support its ongoing child abuse prevention efforts.



2016 CAPA Partnership Engagement Form



Contact Information

Company Name

Contact Name

Phone

E-mail

Address

City, State

Zip

Levels | Please check Partnership option(s) you wish to support in 2016.

Mission Partnerships

- \$10,000 - Ribbon
- \$5,000 - Heart
- \$2,500 - Hope
- \$1,500 - Dream
- \$750 - Journey

Experience Partnerships

- \$1,000 - VIP (BRBB)
- \$1,000 - Brews (BRBB)
- \$500 - Big Bite (BRBB)
- \$500 - Parade
- \$1,000 - Photobooth (B&O)

Other

Please check other areas where you may be able to support CAPA! We will plan to reach out to discuss.

- Printing Services
- Advertising
- Volunteers
- In-Kind Donations for clients, raffle packages, etc.

Note: All Experience Partnerships are exclusive and will be available on a first-come, first-serve basis.

Please accept my gift of \$_____, in lieu of, or in addition to, my participation in the above partnerships.

All checks must be made payable to "CAPA."

In-kind Support - In-kind contributions receive the same ticket benefits as monetary partners of the same level for each event. Additional benefits will vary depending on total value of in-kind donation.

Payment Option:

- One-time Payment** due upon receipt of partnership invoice
- Installment Plan** (2-3 agreed upon payment due dates. Partner will receive separate invoices per due date.)

By signing this form, I have agreed to join in supporting CAPA's mission and give permission for a representative to contact me to confirm commitment and further process my charitable partnership(s).

Signature: _____ Date: _____

Return completed form to **development@capacares.org** or mail to:
CAPA, Attn: Development, 503 E. 23rd Street, Independence, MO 64055

Partnership commitment deadlines are ongoing. Early commitment ensures full marketing benefits.
The Child Abuse Prevention Association (CAPA) is a 501(c)3 tax-exempt organization.

Thank you for supporting CAPA!

816.252.8388 | capacares.org |   