

KIDS IN NEED OF MCHENRY COUNTY

ANNUAL SPONSORSHIP PACKET



Make A Difference In A Child's Life Today!



Kids in Need of McHenry County was started in 2017 by foster moms who worked to fill the gaps in resources that they experienced themselves. KIN continues to develop new programs based on the needs of families.

Kids In Need of McHenry County consists of two main programs. Our Second Bridge program provides much needed resources for our referred families. We work with school social workers, case workers, agency workers and caregivers to identify the needs of children. We deliver requests to the doors of the families in need. In 2024, we also opened The Bridge. It is a free store where our families can shop for clothes, shoes, socks, underwear, toiletry/personal care items, bedding, toys and much more. They also can receive school supplies, winter gear, and birthday & holiday gifts.

KIN is also proud of our Visitation Home. This is a fully function home where children in care can visit with their biological families in a safe and friendly environment. Families can enjoy the living areas, eat together, play together and enjoy being a family while they receive a high level of supportive supervision.

WHO WE ARE



OUR PROGRAMS & EVENTS



Second Bridge

Our resource program is home to our free store, The Bridge. Our families can shop with dignity for clothes, shoes, personal care items, toys, diapers, bedding and more through this program,



Visitation Home

This beautiful, fully functioning home is where kids in care can visit with their biological family. It is a welcoming and safe environment where the families can just be families.



School Supplies

KIN provides school supplies to around 600 kids annually. The children are either in foster care or have been referred by their schools.



Playdates

We are proud to offer our foster and adoptive families playdates monthly. These events allow the kids to bond with other kids they can relate to and it is an amazing support group for the parents.



Holiday Gifts

In 2024, KIN provided gifts for over 1,025 kids through sponsorships and other community partnerships. We provide 3 high-quality gifts per child.



Holiday Party

Every year, KIN hosts a holiday party for 150 of our most vulnerable children. They can pick out toys, visit with Santa, eat a meal and play games with their friends and teen buddies.

SPONSORSHIP OPTIONS

BENEFITS	CHAMPION FOR CHILDREN	SELECT	PREMIER	SIGNATURE	EXCLUSIVE (3 AVAILABLE)
Commitment	\$500	\$1000	\$2,500	\$5,000	\$10,000
Business name on shopping bags & website	✓	✓			
Social media posts 4x/year as a list	✓	✓			
Social media posts & most marketing for selected program - additional benefits for each program		✓			
2 individual social media posts per year			✓		
Business name & logo on marketing, social media and day of marketing for the event of your choosing			✓		
Business name & logo on shopping bags, website, and store wall			✓		
KIN Sponsor sign to display in business		✓	✓	✓	✓
Business name & logo on outdoor sponsor sign at the visitation home			✓	✓	✓
4 individual social media posts per year				✓	✓
Business name & logo on marketing, social media and day of marketing for all KIN hosted events				✓	✓
Business name & logo on 1/2 of ALL tags in the store or school supplies				✓	✓

SPONSORSHIP OPTIONS DESCRIPTIONS



Champion for Children - \$500

- Business name listed on:
 - Reusable shopping totes at The Bridge (2,000 totes)
 - Website
- Social media posts 4x/year included in a list

For an additional \$200, you can also sponsor the teen shopping program. Receive an individual social media post during the month your sponsored teen shops.



Select Sponsor - \$1,000

- Business name listed on:
 - Reusable shopping totes at The Bridge (2,000 totes)
 - Website
- Social media posts 4x/year as a list
- Most social media and marketing for a program of your choosing - Winter Gear, Playdates, Summer Park Days, Visitation Home, The Bridge (see below)
- KIN sign to display in your business

Winter Gear - includes business logo on signs above winter gear in store. (5 available)

Playdates - these events take place 1-2x/month. Business logo will be included on ticketing pages for families. There will be a social media thank you after each event including your business name. (3 available)

Summer Park Days - these events take place 2x per month late Spring through early Fall. Business logo will be included on Park Club t-shirts (2 available)

Diaper Program - Business logo will be displayed on every pack of diapers at KIN

Visitation Home - Business logo will be displayed on our outdoor sponsor sign at our visitation home on Crystal Lake ave downtown Crystal Lake.

The Bridge - Business logo will be displayed on the sponsor wall at our free store.



Premier Sponsor - \$2,500

- Business name listed on:
 - Reusable shopping totes at The Bridge (2,000 totes)
 - Website
 - Store Wall
- Business name & logo on marketing, social media and day of marketing for any KIN hosted event including the holiday party.
- 2 individual social media posts/year
- KIN sign to display in business

SPONSORSHIP OPTIONS DESCRIPTIONS



Signature Sponsor - \$5,000

- Business name & logo displayed on:
 - Visitation home outdoor sponsor sign
 - Store sponsor wall
 - Reusable shopping totes at The Bridge (2,000 totes)
 - Websites, social media posts, banner and day of marketing for all KIN hosted events.
- Individual social media posts 4x/year
- KIN sign to display at business



Exclusive Sponsor - \$10,000 (Only 3 available)

- Includes all benefits of Signature Sponsorship
- Business logo displayed on 1/2 of all store tags. (15,000 tags/year) **OR**
- Business logo displayed on ALL filled backpacks for school supply event. Plus sign on banner for day of event.

Our Why...

- ♥ We believe that every child deserves to feel wanted and loved.
- ♥ We believe every caregiver deserves to be treated with respect and dignity.
- ♥ We believe every family deserves support so the children can thrive.



NEXT STEPS



Once you have decided which level of sponsorship you would like to sign up for, please:

- Fill out the form on the next page
- Submit a high-resolution logo to alicia@kinmc.org
- Send sponsorship check made out to Kids In Need of McHenry County to 4410 IL-176 Ste #12 Crystal Lake, IL 60014

Thank you!



www.kinmc.org
alicia@kinmc.org



SPONSORSHIP PACKET

Business Name _____

Full Name _____

Date _____

Address _____

Contact Phone _____

Email Address _____

Website _____

Facebook page _____

Instagram page _____

LinkedIn page _____

Please select your chosen sponsorship level

\$500 - Champion For Children

Plus \$200 - Teen Shopping Program Sponsor

\$1,000 - Select Sponsor

Choose a program

- Winter Gear (5 available)
 - Playdates (3 available)
 - Summer Park Days (2 available)
 - Diaper Program
 - Visitation Home
 - The Bridge (free store)
-

\$2,500 - Premier Sponsor

\$5,000 - Signature Sponsor

\$10,000 - Exclusive Sponsor

Choose your exclusive logo placement

- Girls' clothes tags
- Boys' clothes tags
- Tags on backpacks of school supplies