



**UPWARD SPRINGS INC + THE KINGDOM CENTRE + FREEDOM DAUGHTERS**



# **Sponsorship Proposal**

**Website** [www.kidsfestcommunity.ca](http://www.kidsfestcommunity.ca)

**Email** [info@kidsfestcommunity.ca](mailto:info@kidsfestcommunity.ca)

**Number** 289-600-0800





May 27, 2025

To Whom It May Concern,

I hope this message finds you well. My name is Debra Wright, and I serve as the Outreach Coordinator at Upward Springs Inc., a registered non-profit organization (No. 767566417 RCO001) dedicated to mentorship, education, and advocacy for at-risk and underserved individuals.

I'm reaching out on behalf of both Upward Springs Inc. and Freedom Daughters to invite your support for our upcoming community initiative—**KidsFest 2025: Backpack Giveaway**.

Kids Fest is more than a backpack giveaway! **It's an event that supports and celebrates the whole child.** This event exists to uplift children from underserved communities by meeting their educational, physical, emotional, and spiritual needs as they head into a new school year. Through access to school supplies, health resources, fun and active play, and spaces that nurture self-worth and vision, we aim to equip every child not just for the classroom—but for life. "Because when we care for the whole child, we help build whole futures."

KidsFest will be held on **August 16th at Thornton Dundee Park, 210 Thornton rd N, Oshawa in Durham Region, from 12:00 PM to 3:00 PM.** We will be providing students from lower-income families with essential school supplies. We believe education is foundational to a child's success, yet too many families in our community struggle to afford even basic supplies. Our **Backpack Giveback** initiative helps bridge this gap, empowering students to start the school year prepared and confident.

Last year, we saw over **100 children register within just seven hours of launching the event.** With the support of Councillor of Whitby and MP Jamal Jivani, we served 110 children. This year, our goal is to reach 200 children in the Oshawa region and we need your help.

#### **How Your Support Makes an Impact:**

- **School Supply Distribution:** Your sponsorship or donation will go directly toward purchasing backpacks, writing tools, and other school essentials.
- **Community Engagement & Visibility:** Your organization will be recognized across event promotions, social media, and local media coverage, showcasing your commitment to corporate social responsibility.
- **Empowering Youth:** Partnering with us sends a powerful message about your dedication to child and youth development and educational equity.

We would be honored to partner with your organization as a sponsor of this meaningful event. Please feel free to reach out to me directly at **289-600-0800** or

**info@kidsfestcommunity.ca** to explore sponsorship options or for any questions you may have. Thank you for considering this opportunity to uplift and empower the next generation in our community.

# Kids Fest 2024

Last summer Kids Fest provided over 100 children and families with access to free food, haircuts, hair braiding, clothing, and a range of fun activities including bouncy castles and games. The festival created a safe, joyful space for children while easing financial burdens for parents during the back-to-school season. The presence of our local Member of Parliament highlighted the significance of this initiative within the community. Kids Fest 2024 was a powerful demonstration of what's possible when community and compassion come together.

## Kids Fest 2024 Recap



**The event was packed with activities like bouncy castles, arts and crafts, game zone activities, reading center, and a variety of free clothes from Dignity Exchange!**



**Thanks to your donations and sponsor a backpack contributions, every child got a backpack, school supplies, lunchbox, and water bottle!**



**We were honored to have government officials, including our local Member of Parliament (MP) Jamil Jivani, attend the event and show their support for our cause.**



**We take pride in showcasing our sponsors and those who assist in making Kids Fest possible!**



**It was an incredible opportunity to allow local businesses showcase their services to families as our community vendors!**



**Beyond just fun, we also offered free haircuts and hair braiding for children.**



# Become a Sponsor

We offer various sponsorship levels to accommodate different types of contributions and ensure visibility for our sponsors. Your support will be recognized in the following ways:

## **GRAND SPONSOR \$3,000**

- Recognition as the Grand Sponsor in all event marketing materials and press releases
- Opportunity to speak during the event
- Dedicated booth space at the event
- Recognition on social media platforms and website

## **GOLD SPONSOR \$2,000**

- Logo placement on event banners, flyers, and promotional materials
- Mention in all press releases
- Booth space at the event
- Recognition on social media platforms and website

## **SILVER SPONSOR \$1,000**

- Logo placement on event flyers and promotional materials
- Booth space at the event
- Recognition on social media platforms and website

## **BRONZE SPONSOR \$500**

- Mention in event flyers and promotional materials
- Recognition on social media platforms and website

## **COMMUNITY SPONSOR \$ DONATE WHAT YOU CAN**

- Recognition on social media platforms and website

## **PRODUCT/IN KIND SPONSOR**

Are you a product based business? We would love for you to sponsor our event with items from your brand for goodie bags, giveaways, or food orders.

- Logo placement on event flyers and promotional materials
- Mention in all press releases

# YES! I WANT TO SPONSOR TODAY!



We invite you to become a sponsor for our Back to School Community Event. Please fill out the attached sponsorship commitment form and return it via email form back to [info@kidsfestcommunity.ca](mailto:info@kidsfestcommunity.ca)

## CONTACT:

Business/ Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Sponsorship Package:  Grand- \$3,000  Gold- \$2,000  Silver- \$1,000  
 Bronze- \$500  Product/In-Kind Sponsorship

Community Donation: \_\_\_\_\_





**Thank you for your support!**

**Contact**

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