

MISSION: POSSIBLE

parent 
promise



**24TH ANNUAL
MELODY LANE CAMPAIGN & AUCTION
VIRTUAL AUCTION : LIVE AUCTION : AWARENESS CAMPAIGN**

SPONSORSHIP OPPORTUNITIES



Strengthening Families and Improving the Lives of Children.

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FRIENDS,

Because of the uncertainty about where we will be as a city, state and nation with COVID-19, Parent Promise decided to cancel our in-person Melody Lane event for this year. Instead, **Parent Promise will provide a virtual silent and live auction combined with a multi-week campaign focusing on the many aspects of our mission to strengthen families and break cycles of family dysfunction that can lead to the neglect and abuse of children.**

Our campaign is **Mission Possible: Strengthening Families and Improving Children's Lives.** Now more than ever, our mission to prevent the neglect and abuse of children through parent education and support is vital. As we slowly emerge from isolation and face the challenges COVID-19 has placed on our families, we are excited about this opportunity to showcase the individuals, businesses and organizations that have been partners with us in helping families raise healthy and resilient children (and continue to do so).

Please join us virtually to promote our mission and fund our work to improve the lives of children. You will enjoy taking part in this virtual campaign that spreads awareness of our work together to help families raise healthy and resilient children.

To support this event that raises funds for critically important programs that serve Oklahoma families and help raise resilient children, please complete the response form and return to:

Parent Promise

P.O. Box 42286, Oklahoma City OK 73123

Or email to: **cindy.allen@parentpromise.org**

Visit **www.parentpromise.org/events** or **www.parentpromise.org/melody-lane**

BOARD OF DIRECTORS

Brittney Wycoff — President

Melanie Wilson Rughani – President-Elect

Jodi Lewis – Past President

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David Echols

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Janet Brown — Emeritus

Honorable Lisa K. Hammond — Emeritus

Lee W. Holmes — Emeritus

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SPONSORSHIP OPPORTUNITIES

GOLD Sponsor — \$5,000

- **Digital Thanks** - 5 Graphics to Share on Your Social Media
- **Featured** in Parent Promise Emails & Social Media
- **Banner Recognition** (3 weeks) on Parent Promise Web Site
- **Recognition** on Parent Promise Campaign Page
- **Video Promotion** on Parent Promise Email & Social Media
- **Recognition** during Online, Live & Silent Auctions
- **Custom Brand Video** (shot on location at your business)
- **Brand Video Clips** for Your Own Social Media (7 Clips)
- **Custom Footage** for Ads & Web Site (3 clips)

PRESENTING Sponsor — \$10,000

- **Digital Thanks** - 5 Graphics to Share on Your Social Media
- **Featured** in Parent Promise Emails & Social Media
- **Banner Recognition** (4 weeks) on Parent Promise Web Site
- **Recognition** on Parent Promise Campaign Page
- **Video Promotion** on Parent Promise Email & Social Media
- **Premier Recognition** during Online, Live & Silent Auctions
- **Custom Brand Video** (shot on location at your business)
- **Brand Video Clips** for Your Own Social Media (7 Clips)
- **Custom Footage** for Ads & Web Site (3 clips)
- **Premier Recognition** during Virtual Event
- **Recognition** during Online Silent Auction & Live Auction
- **Additional Custom Brand Video** (to use when you like)

BRONZE Sponsor — \$1,200

- **Digital Thanks** - 5 Graphics to Share on Your Social Media
- **Featured** in Parent Promise Emails & Social Media
- **Banner Recognition** (1 week) on Parent Promise Web Site
- **Recognition** on Parent Promise Campaign Page

SILVER Sponsor — \$2,500

- **Digital Thanks** - 5 Graphics to Share on Your Social Media
- **Featured** in Parent Promise Emails & Social Media
- **Banner Recognition** (2 weeks) on Parent Promise Web Site
- **Recognition** on Parent Promise Campaign Page
- **Video Promotion** on Parent Promise Email & Social Media
- **Studio Video Clips** for Your Own Social Media (7 Clips)

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SPONSORSHIP COMMITMENT FORM

- Yes! I would like to be a sponsor at the [] Level!
 - We do not need the sponsorship benefits but enclosed is our donation of \$ []
 - Yes! I would like to contribute goods or services to be auctioned off.
- Please contact me at []

In order to receive all the benefits of the sponsorship, the **deadline for commitment** and first payment is **July 9, 2020**.

METHOD OF PAYMENT

Please note: Because of the current economic situation, we are offering the option to pay your sponsorship in 3 equal installments. The first installment is due at the time of commitment.

- I want to pay in full and here is my payment of []
 - I want 3 separate payments, and I'm enclosing []
- I'll pay remaining payments by []

[]	[]	[]
Card Number	CVV Code	Expiration Date
[]	[]	
Printed Name	Signature (if Completing on Paper)	
[]	[]	
Billing Address (*required)	Email Address (*required)	
[]	[]	[]
City, State	Zip Code (*)	Billing Phone Number

PLEASE EMAIL THIS FORM TO CINDY ALLEN at cindy.allen@parentpromise.org no later than July 9.



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HOW TO BEST USE YOUR SPONSORSHIP

CUSTOM BRAND VIDEO

Approximately 3-minute Video Shot On Location at Your Business

Most companies struggle to create effective, reusable video content. This Custom Brand Video can highlight a product or service, create meaningful connections with potential customers, or tell a powerful story of your work. Our marketer will work with you to create a video that benefits you most.

BRAND or STUDIO VIDEO CLIPS

Presenting & Gold Sponsors Shot On Location. Silver Sponsors Shot In Studio

Alongside shooting video content in support of the Parent Promise mission, our marketer will take the opportunity to capture video clips for promoting your brand or business. Questions and a small script will be prepared ahead of time. Post these clips on social media, various sections of your website, or in presentations to potential clients.

ADS & WEBSITE FOOTAGE

Available to Presenting and Gold Sponsors and Shot On Location

Think of the beautiful slow-motion footage you see rolling on high-end websites, or footage of your team engaged in a meeting or serving customers. This footage is without audio and designed for beauty. Use these clips as website background footage or ads on paid social media promotions.

DIGITAL THANKS

Grouping of 5 Graphics for Your Social Media

These graphics will look and feel similar to this sponsorship packet and proudly proclaim that your business, brand, or family is a Parent Promise Supporter. We want to thank you for your generous support but also help you show off that generosity to potential customers. We'll combine your logo with powerful stats from this year's Campaign and emotional mission-focused information.