

# KID 2024 BEST FRIEND

## AWARD NIGHT THURSDAY April 25, 2024

HONORING **TRISTA HAMSMITH** FOR HER ADVOCACY IN PREVENTING BATTERY INGESTION

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Hello, friend!

For the 2024 Best Friend Award Night, we are excited to gather once again to honor an exceptional leader in children's product safety. We hope you will join us and support KID as a Sponsor for this year's event on Thursday, April 25, 2024, at the Gleacher Center in Chicago.

KID was founded in 1998 by parents who lost their son Danny due to a poorly designed, recalled portable crib. For over 25 years, KID has worked with dozens of parents and grandparents who turned their grief into advocacy and have worked tirelessly to prevent other families from facing similar tragedies.

This year, we are proud to honor Trista Hamsmith for her tenacious and relentless advocacy to prevent button and coin cell battery ingestion. Trista's daughter Reese tragically passed away at 18 months old after ingesting a button cell battery in 2020. Her organization, Reese's Purpose, has raised awareness of the dangers button batteries pose and advocated for legislative action to prevent other families from suffering.

Due to Trista's heroic efforts, Congress passed Reese's Law in 2022 which mandates federal safety requirements for button and coin cell batteries, a great win for child safety and families nationwide. KID had the honor of working alongside Trista to get Reese's Law passed in Congress and implemented by the Consumer Product Safety Commission. We invite you to join us as we honor Trista's efforts and Reese's memory on April 25 in Chicago.



The enclosed materials feature more details about sponsorship levels and benefits. To learn more about our impact, I'd urge you to review our FY 2023 Annual Report [here](#). I look forward to talking with you about ways we can further highlight your contribution and the impact it will have on our work.

We are excited for this year's event and hope you can be a part of its success.

**Nancy Cowles**, Executive Director  
nancy@kidsindanger.org  
(312) 218-5593

# Sponsorship Options 2024 BEST FRIEND AWARD NIGHT

Sponsorship shows your support for our mission and demonstrates your organization’s commitment to a safer world for children. The opportunity gives your company visibility to our wide circle of friends and supporters in Chicago and around the nation.

	Named Sponsor	Logo on Digital Communications	Inclusion on all Communications	At-Event Recognitions	At Event Message
<b>PLATINUM CHAMPION</b> <b>\$10,000+</b>	★	★	★	★	★
<b>GOLD CHAMPION</b> <b>\$6,500</b>	★	★	★	★	★
<b>SILVER SPONSOR</b> <b>\$5,000</b>	★	★	★	★	
<b>BRONZE SPONSOR</b> <b>\$3,500</b>	★	★	★		
<b>ADVOCATE</b> <b>\$1,000</b>	★	★			

## Showing Your Support

KID’s reach presents an opportunity to show your support for children’s product safety to our community. KID maintains active contact with our lively community - a large group of parents and grandparents, caregivers, policy makers, activists, and citizens concerned about public health.

**IN PERSON** We expect 200 guests at this year’s event. Along with onsite logo signage, sponsors will have the opportunity to show a video message.

**WEBSITE** The KID website generates about 160,000 page views per year.

**SOCIAL MEDIA** More than 30,000 followers in key demographic groups on Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube. Our posts have a reach of over 5 million on Facebook and 41,000 on Instagram yearly.

**EMAIL** We communicate monthly with more than 7,000 email subscribers with our popular recall digest and children’s product safety news.

**MAIL** Our national newsletter and event invitations reach 1,000+ households.



# Sponsorship Options **2024 BEST FRIEND AWARD NIGHT**

## **PLATINUM CHAMPION \$10,000+** *Our top level provides extraordinary visibility and impact*

- 20 tickets for the event
- Name recognition in all press releases, social media, email communications, and other event notices
- Verbal thanks during event and introduction of sponsor guests
- Logo/company name inclusion on invitations, website, and all digital promotions
- Premiere logo/company name inclusion on all onsite graphics and signage
- Speaking opportunity or video message during event
- Digital ad in program slideshow

## **GOLD CHAMPION \$6,500**

- 15 tickets for the event
- Name recognition in all press releases, social media, email communications, and other event notices
- Verbal thanks during event
- Logo/company name inclusion on invitations, website, and all digital promotions
- Video message during event
- Logo/company name inclusion on all onsite graphics and signage
- Digital ad in program slideshow

## **SILVER SPONSOR \$5,000**

- 10 tickets for the event
- Name recognition in all press releases, social media, email communications, and other event notices
- Logo/company name inclusion on invitations, website, and all digital promotions
- Logo/company name inclusion on all onsite graphics and signage
- Digital ad in program slideshow

## **BRONZE SPONSOR \$3,500**

- 10 tickets for the event
- Name inclusion on invitations, website, and all digital promotions
- Name inclusion on all onsite graphics and signage
- Digital ad in program slideshow

## **ADVOCATE \$1,000**

- 4 tickets for the event
- Name inclusion on invitations, website, and event platform, and digital promotions

## **CUSTOM**

**We are happy to work with you to develop customized sponsorship packages.**

**Please email [nancy@kidsindanger.org](mailto:nancy@kidsindanger.org) or call 312.218.5593.**

# THANK YOU FOR BEING A SPONSOR

I/We

wish to support

Sponsor Name as you wish to be listed

the 2024 Best Friend Award Night in the amount of: \$



Sponsor Type	Amount	Choose 1 (x)
PLATINUM CHAMPION	\$10,000+	
GOLD CHAMPION	\$6,500	
SILVER SPONSOR	\$5,000	
BRONZE SPONSOR	\$3,500	
ADVOCATE	\$1,000	
OTHER		

YOU MAY SUBMIT YOUR PAYMENT [ONLINE HERE](https://givedirect.org/kidsindanger/bfa2024) <https://givedirect.org/kidsindanger/bfa2024>  
OR FILL OUT THE FORM BELOW.

Card Type (Visa, MasterCard, AmEx):

Amount:

Card No.:

Exp. Date:

CSV:

Contact Name (for questions):

Address:

City, State, Zip:

Email (of contact):

Phone (of contact):

Complete and mail with payment or credit card information. **Please return this form and payment to:**

**Kids In Danger** 116 W. Illinois Street, Suite 4 E, Chicago, IL 60654

Email: [nancy@kidsindanger.org](mailto:nancy@kidsindanger.org) Phone: 312.218.5593

*KID is a 501(c)(3) tax-exempt organization. Contributions are deductible as described by law.*