



Diez Dias

10 Days Honoring Mothers and Their Children

FRIDAY April 29 - SUNDAY May 8

Our second annual 10-day celebration begins during the week of *Día del Niño* to celebrate children. On Friday, we will share photos and video from the Thinkery, Children's Museum, where our families will be participating in field trips to encourage positive and educational parent/child interactions. Throughout the 10 days, and ending on Sunday, May 8th, we'll have special online programming and

tributes to the families we serve.

Join us for this celebration and become a sponsor today! Donations raised during this campaign will help fund our Nutrition and Literacy Summer Program.

FUNDRAISING LEVELS

Impactful Investors \$5,000

- Presenting sponsor of the official 2022 Diez Dias fundraising campaign
- Special recognition, with an opportunity to give a special message, throughout the fundraising campaign on AVANCE-Austin social media platforms and website
- Most prominent logo placement as presenting sponsor on all marketing channels, electronic communications*, social and broadcast media for the fundraising campaign
- Logo with hyperlink prominently displayed as presenting sponsor on AVANCE-Austin website for the fundraising campaign

Community Changemakers \$2,500

- Prominent logo placement on all marketing channels, electronic communications*, AVANCE-Austin social media and website for the Fundraising Campaign
- Logo with hyperlink displayed on AVANCE-Austin website for the fundraising campaign

Two-Gen Transformers \$1,000

- Name recognition on all electronic communications*, AVANCE-Austin social media platforms and website for the fundraising campaign

Early-Learning Leaders \$500

- Name recognition on AVANCE-Austin social media platforms and website for the fundraising campaign

FOR MORE INFORMATION

Please contact Stephanie De Leon, AVANCE-Austin Sr. Development and Communications Manager, for more information on these opportunities: sdeleon.aus@avance.org. Please visit www.avanceaustin.org for more information on AVANCE-Austin programs.

**Recognition on email communication is contingent upon receipt of sponsor commitments by deadlines.*

TO MAKE A DONATION

For your convenience, please use our secured donation form online at <https://avanceaustin.org/support-us/donate/>

Marketing Metrics

Main audience: Followers: 87% Women, Living in and around Austin, Ages 30-40, Parents, speaking a mixture of English and Spanish; Reach: 64% Women, 35% Men, most between the ages of 25-35, Living in and around Austin, predominately speaking Spanish and English.

About 3,000 Total Page Likes on social media Facebook channel **AND over 2,700** on email distribution list with an average of about **14K** Facebook Page Reach in monthly advertising

Mission Statement



AVANCE breaks the cycle of inter-generational poverty through innovative, two-generation education and support for families with young children. We envision a world where children and parents advance to their full potential, transforming the communities in which we live.