



Diez Dias

10 Days Honoring Mothers and Their Children

FRIDAY April 30 - SUNDAY May 9

This 10-day celebration begins on *Día del Niño*, a special holiday that celebrates children. Throughout the day, we will feature early childhood educational content through virtual segments. This content by AVANCE-Austin educators and community partners will celebrate young children and entertain as well as educate them. Throughout the 10 days, we'll have special online programming and tributes to the families we serve. The 10-day celebration concludes Sunday, May 9th with a special virtual Mother's Day *serenata* featuring an all-female led mariachi ensemble.

Join us for this historic celebration and become a sponsor today!

FUNDRAISING LEVELS

Impactful Investors \$5,000

- Presenting sponsor of the official 2021 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, as well as during the Día de Los Niños virtual programming (partnering with **Austin Public Library, BookSpring, and Thinkery**) and included in the Mother's Day video
- 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 Jessica Hernandez, AVANCE-Austin Director of Development and Communications, for more information on these opportunities: jhernandez.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: 85-90% Women, Living in and around Austin, Ages 25-35, Parents

Over 2,500 Total Page Likes on **BOTH** social media Facebook channel **AND** on email distribution list with an average of about **10K monthly** Facebook Page Reach

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.