



2020 MINNESOTA CHAPTER

Sponsorship Opportunities



rev1.30.20

#KidsCelebratingKids

WHO ARE WE?

Simon Says Give is a nonprofit founded by Mandi Simon when she was 8-years old. We support **Kids Celebrating Kids** in four ways: Birthday Celebrations for kids in need, Youth Leadership opportunities, Chapter Passion Projects and our annual High Five for Supplies drive.

On April 13, 2019 Simon Says Give will turn 7! We chose this date in honor of the first birthday party we hosted on April 13, 2012, for our friend Ben. Since then, we have celebrated close to 10,000 birthday parties with 10 friends. To put it another way, over 100,000 children have been impacted by Kids Celebrating Kids.

Our High Five for Supplies® drive has provided over 50,000 children with backpacks and supplies over the past six years. At the same time, we have grown in our Youth Leadership with a Kid Advisory Board for our Minnesota Chapter and we started chapters in South Dakota and Massachusetts. Our Chapter Presidents and their teams have impacted thousands of children with their hunger passion projects.

Simon Says Give has had a direct impact on over 200,000 kids. We could not make this happen if it wasn't for our donors and strategic partners.



MANDI SIMON | Founder



WHY SPONSOR?

"Simon Says Give is a cause filled with great people. Great leadership who understand how to pay it forward. Great leaders who inspire values and community and performance. And great kids who demonstrate the leadership we all wish we would have demonstrated when we were them, and that are inspiring breathtaking leadership from their own peers. What isn't to love about all of that?"—Darin Lynch (Irish Titan)

"Simon Says Give is a great partner to work with, and a joy to be around. Their dedication, positive attitude and giving nature is contagious. I feel very blessed to have the opportunity to work with them and support the things they do."—Chris Ohlendorf (Versique)

"We love their continued involvement and focus on youth as well as their high percentage of funds that go directly to their cause and not tied up in overhead/administrative fees." —Jim Johnson (Express Employment)



HIGH FIVE FOR SUPPLIES EVENT



Mall of America and Simon Says Give are partnering for High Five for Supplies on 7.25.20.

WHY

To help over 8,000 children in need be ready for the school year by providing them with a backpack and supplies.

IMPACT

In the past 8 years of High Five For Supplies, we've provided over 60,000 children with backpacks and supplies! We will reach thousands of children around the country as High Five For Supplies grows with headquarters in South Dakota and Massachusetts as well as our Minnesota headquarters.

IMPACT VALUE

- 8,000 backpacks filled with supplies
- 1,000 volunteers during the project (60%+ youth)
- 50+ nonprofit partners that benefit from our partnership

WHAT'S IN A BACKPACK

We will pack backpacks for K-5 and 6-12 with supplies specific to their age group. See next page for full listing.

EVENT DETAILS

We welcome kids and families to join us in the packing event on 7.25.20.



SPONSORSHIP PACKAGES

SUPPLY SPONSOR | VARIES

What supply items would your company be most passionate about underwriting? Sponsors will be recognized in our social media publications, newsletters and at the High Five for Supplies event with signage at the supplies underwritten by you.

WHAT WE NEED

Here is what we need to support 8,000 backpacks and the supplies to fill them. Please note, these prices are based on our wholesale purchase power.



SUPPLIES	QUANTITY	AMOUNT
Backpacks K-12	8,000	\$50,000
Colored Pencils	4,000	\$5,000
Crayons	4,000	\$3,500
Markers	4,000	\$6,500
Highlighters	8,000	\$3,000
Boxes of Pens	8,000	\$16,000
Box of Pencils	8,000	\$8,000
Erasers	8,000	\$2,000
College Rule Filler Paper	4,000	\$6,000
Wide Rule Filler Paper	4,000	\$6,000
Folders	16,000	\$12,000
Spiral Notebooks	16,000	\$14,000
Glue Sticks	4,000	\$3,000
Rulers	4,000	\$1,000
Scissors	4,000	\$3,000
Calculators	4,000	\$17,000

LOGO ITEMS

If your company would like to provide our backpacks with custom supplies with your company logo included, we would love to create that partnership. For example, provide notebooks with your logo on the front, or provide backpacks with your logo on them.

HIGH FIVE FOR SUPPLIES

SUPPLY SPONSORS

Backpacks:



SPONSORSHIP OPTIONS

Support Simon Says Give to make our vision a reality by sponsoring High Five For Supplies and help us get over 8,000 underprivileged children ready for the school year!

CORPORATE PARTNERSHIPS

Our Corporate Partners provide significant financial contributions to Simon Says Give and make our mission possible. Partner with Simon Says Give to teach kids that they can make a difference through giving.

BRONZE SPONSOR | \$1,000

- Social media mention

SILVER SPONSOR | \$2,500

- Social media mention
- Newsletter mention to 3,500 followers

GOLD SPONSOR | \$5,000

- Includes link to your company website on our Simon Says Give website's Sponsors page
- Logo recognition at our 7.25.20 High Five for Supplies event

LEGACY PARTNER | \$10,000+

- Customized partnerships and opportunities
- Top tier PR and advertising including in the Rotunda at Mall of America
- Company logo on our T-shirts
- Invitation to Legacy Awards ceremony in the fall
- Join our current 2020 High Five for Supplies Legacy Partners: Express Employment, Versique, Simon Says Lead and Macy's

Special thank you
for your \$1500
sponsorship for
T-shirts:



TITLE SPONSOR | \$50,000

- National PR name recognition
- Listed as main sponsor of events
- Company logo on our T-shirts
- Join our current Title Sponsor: MoneyGram



WHAT WE NEED

We provide birthdays all year round. We are always in need for Birthday Box items.

GIFT ITEMS

The average cost for a Gift in Need is \$25 and the average cost for a Gift of Fun is \$25. Therefore, \$50 per box. A dollar amount can be donated to underwrite a certain number of gifts.

AGE	GIFT OF FUN		GIFT OF NEED	
	GIRLS	BOYS	GIRLS	BOYS
5 years to 8 years old	<ul style="list-style-type: none"> • Play-doh • Stuffed Animals • Activity Books • Dolls • My Little Pony • Arts and Crafts Supplies • Character Clothes • Legos • Gift Cards 	<ul style="list-style-type: none"> • Action Figures • Basketball • Football • Trucks • Cars • Movies • Character Clothes • Legos • Gift Cards 	<ul style="list-style-type: none"> • Socks • Shoes • Jackets • Bath Products • Lotions • Hair Accessories • Deodorant • Blankets • Gift Cards 	<ul style="list-style-type: none"> • Socks • Shoes • Jackets • Bath Products • Deodorant • Blankets • Gift Cards
	GIRLS	BOYS	GIRLS	BOYS
9 years to 12 years old	<ul style="list-style-type: none"> • Purses • Scarves • Perfumes • Books • Arts and Crafts Supplies • Make up • Jewelry • Electronics • Gift Cards 	<ul style="list-style-type: none"> • Basketballs • Football • Pokémon Cards • Electronics • Movies • Legos • Gift Cards 	<ul style="list-style-type: none"> • Socks • Shoes • Jackets • Bath Products • Lotions • Hair Accessories • Deodorant • Blankets • Gift Cards 	<ul style="list-style-type: none"> • Socks • Shoes • Jackets • Bath Products • Deodorant • Blankets • Gift Cards

BOX SUPPLIES

ITEM	ITEMS NEEDED PER BOX	ITEM	ITEMS NEEDED PER BOX
Gift of Fun	1ct	Party Horns	10ct
Gift of Need	1 ct	Birthday Banner	1ct
Candles	12ct	Plates, Forks & Napkin Sets	10ct
Balloons	10ct	Tablecloths	1ct
Hats	10ct	Cake Mix	1ct
Streamers	2ct	Frosting	1 ct
Goodie Bags	10 ct		

BIRTHDAY CELEBRATIONS



BIRTHDAYS IN A BOX DRIVE TOOLKIT

WE ARE SO EXCITED THAT YOU HAVE CHOSEN TO SUPPORT BIRTHDAYS IN A BOX!

We believe every kid deserves a birthday celebration to honor his or her special day. Simon Says Give provides birthday celebrations to kids in two ways; Hosted Birthday Parties and *Birthdays in a Box*.

Since our first birthday party we hosted on April 13, 2012, we have celebrated close to 4,000 birthday children and 10 of their friends. To put it another way, over 40,000 children have been impacted by Kids Celebrating Kids®.

WHAT IS A BIRTHDAY IN A BOX?

We provide parents with a readymade Birthday in a Box that includes the supplies they would need to host a party for their child in their homes. We also partner with community shelters. They use these boxes to celebrate the kids that happen to have a birthday while at their facilities. We provide Birthday Boxes to boys and girls between the ages of 5 – 12.

BELOW IS A LIST OF ITEMS THAT WOULD GO INTO A *BIRTHDAY IN A BOX*.

- A large gift bag or box
- A birthday card
- Goodie bags for 10 kids
- Cake mix
- Frosting
- Candles
- Balloons
- Plates and napkins
- Streamers and other party supplies
- Gift of need and gift of fun for the birthday child

HOW TO HOST A DRIVE

BEFORE:

1. First you will need to determine the number of people attending the drive, the budget and who will be supplying the items.
2. Next you will determine how many birthdays in a box you are able to pack.
3. Your team might want to donate items that go into a birthday in a box. We can provide you with a list of suggestions that you can share with them ahead of time.
4. Your group might want to donate items that go into a birthday in a box. Please refer to the sample email on the following page, which includes a list of suggestions that you can share with them ahead of time.
5. A couple weeks before your event you will need to determine if your team will provide all the supplies or if Simon Says Give will need to supplement items.

[continued on next page]



BIRTHDAYS IN A BOX DRIVE TOOLKIT

DURING:

We suggest that you divide your team into 4 or 5 groups. Each team will be assigned one of the following tasks:

1. Decorating birthday cards
2. Decorating or putting together goodie bags.
3. Adding all the other birthday supplies to the box
4. Making the fleece tie blankets for the gift of need for the child
5. Finally, you will need a team to label and confirm that all the items are in the box

AFTER:

We can work with you to determine drop off/ pick up of these boxes.

CASE STUDY

The Deluxe Corporation sponsored a *Birthdays in a Box* Donation and Packing Party during one of their corporate "Give Back" days. Their goal was to complete 100 *Birthdays in a Box* with their staff and families. The Deluxe Corporation purchased all of the supplies needed, and their staff volunteers worked to put the boxes together. They purchased: 100 banker boxes to house the contents of the *Birthdays in a Box*, 100 cake mixes, 100 frostings, candles, balloons, plates napkins etc. For the goodie bags, they used paper bags similar to lunch bags. During the event they set up stations. Some of the volunteers were in charge of decorating and filling the goodie bags. Some of the volunteers were responsible for putting all the items in the box to ensure each box had what it needed. There was a group that was assigned to making fleece tag blankets, each box had a tag blanket as a gift in-need. The gift for fun that was enclosed in each of the boxes was something that a Deluxe team member brought to donate. For example: books, toys, games, etc. With the help of the homeless shelters in the greater Twin Cities, they were able to complete 100 banker boxes with all of the contents of *Birthdays in a Box*.



MAKE AND DONATE A FLEECE BLANKET

BLANKET MAKING INSTRUCTIONS

Step 1: Choose 2 pieces of 1.5 yards each of the Fabric. You may choose a print and a contrasting or matching solid

Step 2: Line up the two fabric pieces

Step 3: Trim to the same size

Step 4: Cut out a 4x4 inch piece from the four corners

Step 5: Start cutting a four inch strip along the edge – these are 1 ¼ inch wide strips

Step 6: Begin tying knots

Step 7: Continue around the blanket

For inspiration go to Pinterest or YouTube!

DROP OFF COMPLETED BLANKETS

Contact us for drop-off/pick up in the Twin Cities Area:

- **Drop them off** at our office in Eagan
3440 Federal Drive #101
Eagan, MN 55122
- **Mail to**
PO Box 211172
Eagan, MN 55121

SHARE YOUR EXPERIENCE

If you have fun stories — please share them with us! We would love to see photos of kids making blankets and you sharing the story!

Visit our Facebook page!



/SimonSaysGive



SIMON SAYS GIVE SPONSOR FORM

COMPANY		
CONTACT	PHONE	
ADDRESS		
CITY	STATE	ZIP
EMAIL	WEBSITE	
FACEBOOK	TWITTER	

<input type="checkbox"/> YES! I would like to be a sponsor for Simon Says Give.	I WANT TO SPONSOR:	SPONSORSHIP AMOUNT \$
<input type="checkbox"/> YES. I understand I need to send my company logo, all contact information and 50 word description as soon as possible for website and social media promotion.		

<input type="checkbox"/> YES, charge my credit card <input type="checkbox"/> Check is enclosed (made payable to Simon Says Give)		CHECK #	TOTAL AMOUNT
CREDIT CARD TYPE		CARD NUMBER	
<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express <input type="checkbox"/> Discover			
EXPIRATION DATE	DVV/CVC CODE (3 digits)	CREDIT CARD BILLING ZIP CODE	
SPONSOR SIGNATURE			

PLEASE SEND COMPLETED SPONSOR FORM TO: Dina Simon, Simon Says Give, PO Box 211172, Eagan, MN 55121





.....

MINNESOTA HEADQUARTERS | 3440 Federal Drive #101, Eagan, MN 55122

MAILING ADDRESS | PO Box 211172, Eagan, MN 55121

PHONE | 888-470-7523 **EMAIL** | info@simonsaysgive.org

WEB | simonsaysgive.org



[Linkedin.com/company/simon-says-give](https://www.linkedin.com/company/simon-says-give)



[/SimonSaysGive](https://www.facebook.com/SimonSaysGive)



[@simonsaysgive](https://twitter.com/simonsaysgive)



[@simonsaysgive](https://www.instagram.com/simonsaysgive)



[/simonsaysgivecharity](https://www.youtube.com/simonsaysgivecharity)

