



HIGH FIVE FOR SUPPLIES

Sponsorship Opportunities



rev6.12.25

#KidsCelebratingKids

WHO ARE WE?

Simon Says Give® is a Minnesota nonprofit founded by Mandi Simon when she was just seven years old. We are proud to be celebrating 13+ years of Kids Celebrating Kids®. Since that remarkable beginning, we have partnered with other passionate kids across the country to open chapters in Massachusetts and South Dakota.

We support Kids Celebrating Kids® in three ways: We celebrate Birthdays for kids of families struggling with financial constraints. Our annual High Five for Supplies® drive supplies school supplies for low-income K-12 students. We engage young people in service work and development through Youth Leadership opportunities.

On April 13, 2012, we celebrated our very first birthday with our friend Ben. Since then, Simon Says Give has celebrated thousands of birthdays, bringing joy to countless children and their friends through our Birthday Celebrations and Birthdays in a Box programs. In 2024, our dear friend Ben was tragically killed in downtown Minneapolis as an innocent victim of gun violence. In April 2025, in partnership with his family, we launched "Birthdays for Ben" to honor his memory. Moving forward, our birthday boxes will carry Ben's legacy, continuing to shine light on the joy he brought to all who loved him and ensuring his spirit lives on through every celebration.

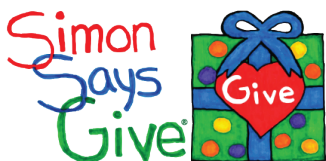
Our High Five for Supplies® drives have provided over 75,000 young students with the backpacks and school supplies they need to succeed in school and become tomorrow's unstoppable leaders. We are proud to hold the Guinness World Record for stuffing 8,148 backpacks in an 8-hour period! We are doing our part to ensure that every young person, regardless of socioeconomic status, is well-equipped to let their brilliance shine.

True to our "Kid-Founded, Kid-Led" approach, we have grown our Youth Leadership programming through our Kid Advisory Board and provide several internships for youth throughout the year.

With 96% of every dollar going directly to those we serve, Simon Says Give continues to be an efficient and impactful organization. Over a decade since little Mandi Simon had a big idea, Simon Says Give has had a direct impact on over 202,500 kids. This dream could not be a reality without the generosity and support of our donors, volunteers, and strategic partners.



MANDI SIMON | Founder



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CHALLENGE

The cost of school supplies should never be a barrier to a child's success. For almost over a decade, Simon Says Give has worked to tackle this issue in our communities with the High Five for Supplies drive.

- According to Credit Karma, "Just over half of parents who say they plan to take on debt to pay for back-to-school shopping expect to take on more than \$300 in debt, with another one-in-five taking on more than \$500 in debt to pay for things like clothing and other school supplies."
- We believe children are less likely to be bullied when they have the proper supplies and we hope our support will help reduce that risk.

APPROACH

- We are partnering with our vendors to provide high quality, grade-appropriate school supply kits to Twin Cities area students as they prepare to go back to school for the 2024-25 school year. Our goal is to provide 10,000 kids with all the supplies they need to succeed in the classroom.
- Our network of nonprofit partners spans across the Twin Cities metro area. These partners help us to distribute our backpacks and supplies directly to the children who need them most.

IMPACT

To date, High Five for Supplies has provided over 55,000 Minnesota children with backpacks and supplies!

IMPACT VALUE

- 10,000 supply kits and/or backpacks for K-12 kids in need
- The supply kits are tailored to grade level: K-2, 3-5, and 6-12
- 20+ nonprofit partners that benefit from our partnership
- Investment in the future leaders of our local community

SPONSORSHIP OPPORTUNITIES

- Supply Sponsorship
- Corporate Partnership
- Host a Donation Drive and/or Packing Event



SUPPLY SPONSORSHIP

What supply items would your company be most passionate about underwriting?

WHAT WE NEED

Here is what we need to support 10,000 backpacks/supply kits. Please note, these prices are based on our wholesale purchase power.



SUPPLIES	QUANTITY	AMOUNT
Backpacks	10,000	\$100,000
Colored Pencils	4,000	\$4,500
Crayons	4,000	\$3,500
Markers	10,000	\$16,000
Paint Sets	2,000	\$3,000
Highlighters	8,000	\$3,000
Boxes of Pens	8,000	\$16,000
Box of Pencils	10,000	\$10,000
Erasers	10,000	\$3,000
College Rule Filler Paper	5,000	\$7,000
Wide Rule Filler Paper	5,000	\$7,000
Folders	20,000	\$6,000
Notebooks	10,000	\$10,000
Glue Sticks	4,000	\$3,000
Plastic Rulers	5,000	\$2,000
Scientific Calculators	5,000	\$20,000

LOGO ITEMS

If your company would like to provide 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.

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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

- Pre-event social media mention (Linkedin, Facebook, Instagram)
- Post-event thank you social media mention
- Company/Foundation mention in the Simon Says Give newsletter sent to 4,000 subscribers

SILVER SPONSOR | \$3,000

- Pre-event social media mention (Linkedin, Facebook, Instagram)
- Post-event thank you social media mention
- Company/Foundation mention in the Simon Says Give newsletter sent to 4,000 subscribers

GOLD SPONSOR | \$5,000

- Pre-event social media mention (Linkedin, Facebook, Instagram)
- Post-event thank you social media mention
- Company/Foundation mention in the Simon Says Give newsletter sent to 4,000 subscribers
- Link to the company/foundation website on the Simon Says Give webpage

LEGACY PARTNER | \$10,000+

- Pre-event social media mention (Linkedin, Facebook, Instagram)
- Post-event thank you social media mention
- Company/Foundation mention in the Simon Says Give newsletter sent to 4,000 subscribers
- Link to the company/foundation website on the Simon Says Give webpage
- Invitation to Legacy Award Ceremony



HOST A DONATION DRIVE

If your organization would like to host a Donation Drive, we will provide you with a tool kit to do so. **This is a great way to engage your employees!**

CASE STUDY – Specialized Recruiting Group

During the month of June, the team at Specialized Recruiting Group in Edina, engaged in a community outreach initiative in partnership with Simon Says Give and their High Five for Supplies program. The focus was to communicate with clients about the impact and importance of supporting local youth through this program.

Clients participated in organizing their own donation drives or making cash contributions. This collaborative approach not only heightened community involvement but also fostered a deeper connection with their clients through shared values and social responsibility.

HOST A PACKING EVENT

If your organization would like to host a Packing Event, we will provide you with a tool kit to do so.

CASE STUDY – Vivacity Tech

This event involved their staff volunteering to fill 1,000 backpacks with 10 items from a supply list as part of an assembly line process. At the end of the line, volunteers could include a notecard with well-wishes for the school year to the recipient. After the backpacks were filled, they were distributed into the community.

This is a great example of a corporate social responsibility initiative that not only benefits the community but also boosts employee engagement and morale.

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