Help Families Fly!

at the 7th annual

Butterfly Festival

June 20, 2015
City Park, Appleton

Supporting the Parent Connection program of Family Services

The Butterfly Festival draws thousands to City Park in downtown Appleton each June. Parents and their young children participate in games and family fun activities throughout the morning. The highlight of the event is a group release of more than 1,000 butterflies, representing Parent Connection’s dedication to “Helping Families Fly.”

For more information or to become a sponsor, contact:
Angie Pestka, Development Coordinator, Family Services
(920) 436-4360 ext. 1242
apeska@familyservicesnew.org

Susanne Lumsden, Butterfly Festival Chair
susannelumsden@hotmail.com

Photo Credits: Kim Thiel Photography and Lindsay Van Roy Photography

Children’s Activity Provider - $100
Promote your business, join us as a children’s activity provider. Develop a unique hands-on activity for children ages 2-12 and be a part of our exciting “Kid’s Experience Zone”. This is a great opportunity to promote your business to families with young children. We provide the space and tables, you provide the activity and volunteers.

Other benefits include:
- Access to over 3,000 parents, grandparents and children
- Opportunity to distribute promotional materials
- Name and recognition in event guide

Product sales are prohibited.

Fox Valley Advisory Board:
Ryan Downs
Kurt Eggebrecth
Lyssa King
Susanne Lumsden
Maria Myers

Butterfly Festival Committee:
Susanne Lumsden, Chair
Andrea Alpert Buss
Lisa Belley
Marissa Downs
Amy Griffin
Lyssa King
Ann Krieg
Sara Montonati
Katie Sharratt
Nicole Weier
Last year’s Butterfly Festival was attended by almost 3,000 guests and raised over $67,000. Proceeds from the event benefit Parent Connection, a parent education and early learning program that encourages, strengthens and supports families throughout the Fox Cities.

Your support helps us provide services that enhance family stability, promote school readiness, improve children’s health outcomes, and prevent child abuse by educating and strengthening families.

Services include:
- Parents as Teachers™ Home Visitation for first-time parents
- Parent Education and Family Wellness Workshops
- Child Development Screenings
- Teen Parent Programs
- Activities & Resources for Dads
- Family Fun Events

Encourage, Strengthen, Support...

Parent Connection Facts, 2013
- 3,115 home visits to 375 families
- 49% of families were living at or below the poverty line
- 43% are single-parent families
- 21% are teen parents
- Another 3,050 families served through parenting classes and workshops

97% of children participating achieved their age appropriate developmental milestones
100% of families served had no substantiated child abuse or neglect reports

Every $1 invested in preventative programming, saves $10 in future intervention costs.

$1,000 provides home visitation services to one family for a year including developmental screenings, home safety assessments, and parenting information.

$500 allows us to conduct 16 home safety screenings to reduce the risk of childhood injury.

$250 provides Love & Logic workbooks and instruction to 25 families to help increase parental knowledge and use of positive parenting strategies.

Presenting Sponsor - $15,000
There will be one Presenting Sponsor. Some of the benefits:
- Featured in event name “Butterfly Festival presented by (Sponsor Name)”
- Exclusive logo and name placement in all promotions and websites
- Naming rights to the main stage & butterfly release area
- Largest logo on event signage, butterfly holders, water bottles and goody bags
- Stage remark during event
- Full-page ad featured in event guide
- 5 Butterfly Club Memberships (VIP Access)*
- Parenting Lunch-n-Learn at sponsor workplace
- Right of first refusal for 2016 Butterfly Festival

Monarch Sponsor - $10,000
There will be up to two Monarch Sponsors. Some of the benefits:
- Prominent logo placement in all promotions and websites
- Naming rights to an event area like “(Sponsor Name) Experience Zone”
- Larger logo on event signage, water bottles and goody bags
- Full-page ad in event guide
- 4 Butterfly Club Memberships (VIP Access)*
- Parenting Lunch-n-Learn at sponsor workplace
- Right of first refusal for 2016 Butterfly Festival

Lace Wing Sponsor - $5,000
There will be up to four Lace Wing Sponsors. Some of the benefits:
- Logo placement in all promotions and websites
- Naming rights to an event activity like “[Sponsor Name] Face Painting”
- Large logo on event signage and goody bags
- Half-page ad in event guide
- 3 Butterfly Club Memberships (VIP Access)*
- Parenting Lunch-n-Learn at sponsor workplace

Painted Lady Sponsor - $2,500
There will be up to four Painted Lady Sponsors. Some of the benefits:
- Logo on website and promotional emails
- Opportunity to provide a children’s activity
- Name on event signage
- Quarter-page ad in event guide
- 2 Butterfly Club Memberships (VIP Access)*

Swallow Tail Sponsor - $1,000
A great way to support children and families for a smaller commitment. Some of the benefits:
- Name on event website
- Opportunity to provide a children’s activity
- Logo featured in event guide
- 1 Butterfly Club Membership (VIP Access)*

Gossamer Wing Sponsor - $500
Support at any level is appreciated and enables us to help families fly. Some of the benefits:
- Name on event guide
- Name on event website
- Goody bag promotional item

Friend of Children - $250
This level of support provides free admission for up to 15 less fortunate families and also includes sponsor’s name in the event guide.

*Butterfly Club Membership: Includes four butterflies; private club area with food, face painting and balloon artist; a commemorative event tote; complimentary family photo; and an exclusive butterfly release area.