



## Get Involved!



- **Donate a Raffle Item:** Donate an item or package to be featured in our raffle at the event, helping us raise additional proceeds for Parent Connection.
- **Buy a Butterfly Scholarship:** A donation of \$15 provides free admission for a family in our community who otherwise cannot afford to attend.
- **Volunteer:** Volunteer your time at the event to assist with set-up, raffles, activities, and more! Contact us for additional details.



### Fox Valley Advisory Board:

Kurt Eggebrecht  
Lyssa King  
Susanne Lumsden  
Maria Myers  
Wendy Schwalbe, Program Manager

### Butterfly Festival Committee:

Tracy Cleaves  
Stacie Gries  
Lyssa King  
Ann Krieg  
Katie Sharratt  
Crystal Uebelher



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# Help Families Fly!

at the 10th annual

# Butterfly Festival



Saturday, June 16, 2018

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:  
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Photo Credits: Kim Thiel Photography, Lindsey Van Roy Photography and Gosia's Photography



Last year's Butterfly Festival was attended by over **1,600 guests** and raised more than **\$77,000**. 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, 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, 2016

- 4,632 home visits to 303 families
  - 69% of families were living at or below the poverty line
  - 60% are single-parent families
  - 56% of parents were living with mental illness
  - 37% are teen parents
- Another 4,135 families served through parenting classes and workshops



Before Parent Connection **89.6%** of parents enrolled did not follow the safe sleep ABC guidelines (Alone, on their Back, in a Crib) for their child.

**98.7%** of families served had no substantiated child abuse or neglect reports



# Butterfly Festival

Helping Families Fly!



- \$2,300 provides home visitation services to one family for a year including developmental screenings, home safety assessments, and access to parenting resources.
- \$500 allows us to conduct 15 home safety screenings to reduce the risk of childhood injury.
- \$250 provides 17 post-partum depression screenings for new mothers, providing early detection to ensure adequate treatment and follow-up.



## Presenting Sponsor - \$15,000

There will be *one* Presenting Sponsor. Benefits include:

- Featured in event name "Butterfly Festival presented by (Sponsor Name)"
- First tier logo and name placement in all promotions & website
- Naming rights to the main stage & butterfly release area
- Largest logo on event signage & goody bags
- Stage remarks during event
- Full-page ad featured in event guide
- 5 Butterfly Club Memberships (VIP Access)\*
- Opportunity to interact with families as a children's activity provider

## Monarch Sponsor - \$10,000

There will be up to *two* Monarch Sponsors. Benefits include:

- Prominent logo placement in all promotions & website
- Naming rights to an event area like "(Sponsor Name) Experience Zone"
- Larger logo on event signage & goody bags
- Full-page ad in event guide
- 4 Butterfly Club Memberships (VIP Access)\*
- Opportunity to interact with families as a children's activity provider

## Lace Wing Sponsor - \$5,000

There will be up to *four* Lace Wing Sponsors. Benefits include:

- Logo placement in all promotions & website
- Naming rights to an event activity like "(Sponsor Name) Face Painting"
- Large logo on event signage & goody bags
- Half-page ad in event guide
- 3 Butterfly Club Memberships (VIP Access)\*
- Opportunity to interact with families as a children's activity provider

## Painted Lady Sponsor - \$2,500

There will be up to *four* Painted Lady Sponsors. Benefits include:

- Logo on website & promotional emails
- Name on event signage
- Quarter-page ad in event guide
- 2 Butterfly Club Memberships (VIP Access)\*
- Opportunity to interact with families as a children's activity provider



## Swallow Tail Sponsor - \$1,000

Benefits include:

- Logo in event guide & website
- 1 Butterfly Club Membership (VIP Access)\*
- Opportunity to interact with families as a children's activity provider

## Gossamer Wing Sponsor - \$500

Benefits include:

- Name in event guide & website
- Goody bag promotional item
- Two butterflies



## Friend of Children - \$250

This level of support provides free admission for up to 15 families who otherwise cannot afford to attend, and also includes sponsor's name in the event guide.

## Children's Activity Provider - \$100

Develop a unique hands-on activity for children ages 2-12 and be a part of our exciting "Kid's Experience Zone." *Product sales are prohibited.*

Benefits include:

- Name in event guide
- Ability to interact with over 1500 children, parents, & grandparents
- Opportunity to distribute promotional materials

**\*Butterfly Club Membership:** Includes four butterflies; private club area with food, a commemorative event tote, and an exclusive butterfly release area.

