

35th ANNUAL



Benefiting Children's Center for the Visually Impaired

SPONSORSHIP OPPORTUNITIES

SUNDAY
APRIL 30
2023

TROLLEYRUN.ORG

WHAT YOUR SPONSORSHIP PROVIDES



As one of only five nonprofit schools in the country that serves children birth to school age who are blind or visually impaired, our presence in Kansas City makes a difference. After a diagnosis, caregivers are often told what their child will not be able to do, while CCVI shows them what their child can do.



"Lawrence, aka LoLo, became part of our family in 2019 when we adopted him from China. LoLo is a bright, happy, and curious little boy who brings our family unending joy. He is legally blind. Since starting preschool at CCVI at age 3, he has had:

- teachers of the visually impaired and braille instructors
- teaching assistants
- occupational therapists
- orientation and mobility specialists

Not only have these incredible professionals helped LoLo grow, learn, and thrive, they surrounded him with love, care, and support. He's grown exponentially in his skills, his knowledge and his confidence to explore and enjoy the world around him. He has had precious friendships with other children and enriching experiences with food and cooking, music, gross motor group, access to technology, as well as gardening and outdoor play in the sensory garden.

As parents we felt so comfortable and grateful to have this very special school environment where our visually impaired child was nurtured, challenged, and able to have rich early childhood experiences. While we are excited and anxious for LoLo to make the transition to his elementary school this Fall, we know without a doubt, that his time at CCVI has given him the strongest foundation possible to continue to thrive and shine wherever he goes!" -LoLo's parents, Hailey and John

To see a video on the impact for another family, visit [bit.ly/ccvibella!](https://bit.ly/ccvibella)



Children's Center for
the Visually Impaired

OUR MISSION is to prepare children who are blind or visually impaired, including those with multiple disabilities to reach their highest potential in the sighted world.

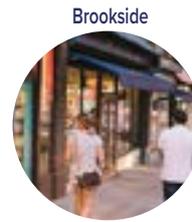
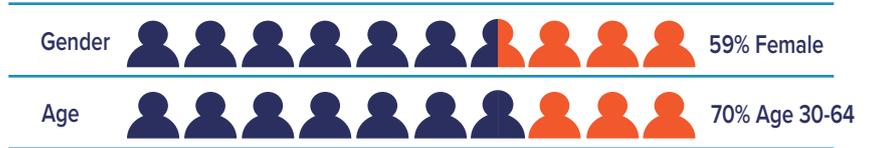
OUR PROGRAM provides infant, preschool, and kindergarten specialized instruction, individualized therapy, braille, consulting services, orientation and mobility and family education.

WHO OUR SPONSORS REACH

2022 METRICS AND BRAND VISIBILITY



PARTICIPANT DEMOGRAPHICS



REPUTABLE

“I loved the entire experience!!”

-2022 CCVI Trolley Run Participant

Over

\$370,000

Raised in 2022



4.6 Out of 5 Rating from 181 surveys



6.58%

Email Click Rate



49%

Email Open Rate



15,000

Email Mailing List



4.1%

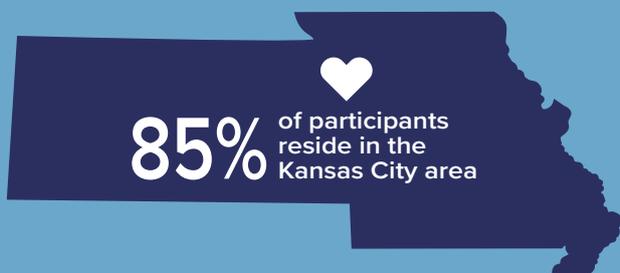
Social Engagement Rate



5,255

Social Followers

LOCAL



COMMUNITY

“This is the first year I ran and loved it! The course, the support, the pacers - all around great race!”

-2022 CCVI Trolley Run Participant

TROLLEY RUN SPONSORSHIP BENEFITS

PREMIER \$10,000 MAJOR \$7,500 PLATINUM \$5,000 GOLD \$3,000 SILVER \$1,000

	PREMIER \$10,000	MAJOR \$7,500	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,000
Exclusive opportunity to sponsor one of the following:	●				
Volunteers Volunteers sponsored by (company name) on all communication; exclusive logo on back of 70+ volunteer shirts					
Packet Pick Up Packet Pickup sponsored by (company name) on all communication, signage and booth space at Packet Pick Up					
After Bash After Bash sponsored by (company name) with exclusive event signage.					
Dedicated sponsor message in one scheduled e-mail to event participants	●	●			
Inclusion at start and finish lines announcements	●	●			
Booth at After Bash, our signature Finish Line Festival	●	●	← ADD THIS BENEFIT TO ANY LEVEL FOR \$500		
Logo inclusion at start and finish lines	●	●	●		
Logo inclusion with sponsorship level on all email marketing	●	●	●		
Exclusive social media recognition	●	●	●		
Opportunity to include branded collateral or product in participant bag (provided by sponsor)	●	●	●	●	
Option for Team packets delivered to Team Coordinator week of event	●	●	●	●	
Exclusive logo signage along race route	●	●	●	●	
Logo inclusion on back of all participant shirts	●	●	●	●	
Opportunity to include offer in Electronic Race Bag email to all participants week of event	●	●	●	●	●
Inclusion in Corporate Competitions	●	●	●	●	●
Inclusion in post-event thank you	●	●	●	●	●
Logo and link with sponsor level designation on event website	●	●	●	●	●
Complimentary event registrations (live or virtual) with custom shirts for teams	30	25	20	15	10

Please contact Alyssa Bird for more information at abird@ccvi.org.

TROLLEY RUN SPONSORSHIP AGREEMENT

Company/Organization Name (as you would like it to be listed)

Street/City/State/Zip Code

Contact Name

Contact Phone

Contact Email

Coordinator Name (if different than above)

Coordinator Phone

Coordinator Email

**YES! I would like to sponsor the
2023 Trolley Run at the following level:**

PREMIER **\$10,000**

Select One

- Sponsorship of Volunteers
 Sponsorship of Packet Pick Up
 Sponsorship of After Bash

MAJOR **\$7,500**

PLATINUM **\$5,000**

GOLD **\$3,000**

SILVER **\$1,000**

We will not have a team this year. Please make our donation 100% tax deductible.

We are not able to sponsor the 2022 Trolley Run but wish to make a donation of \$ _____ to support CCVI.

***We would like to add the After Bash Package for \$500 to host a booth at the finish line.**

Payment Information

Check (payable to CCVI) Credit/Debit Card

Pay Online at trolleyrun.org

Name on Card

Billing Address (if different from above)

Card Number

Exp Date

SIC 3-digit

Will you be submitting a logo?

Yes, I will email my logo to cuptegrove@ccvi.org.

Please use my logo from last year.

Vector files (eps, pdf, ai) are best, but large-format files (jpg, png, gif) are acceptable.

_____ I understand if the event is virtual, rescheduled, postponed, or canceled due to COVID-19, weather conditions, or circumstances beyond the control of both parties (acts of God, war, government regulations, and plague), the sponsorship/partnership benefits associated with our level will be honored to the best of CCVI's ability in consultation with the Sponsor.

For maximum sponsorship benefits, complete and return this form by March 10, 2023.

Email: abird@ccvi.org

**Mail: CCVI Trolley Run
Attn: Alyssa Bird
3101 Main Street
Kansas City, MO 64111**

Online: www.trolleyrun.org

Phone: 816-841-2284