

Local Sponsorship Ideas for Safe Kids Day

Insurance Companies

- Talk to local agents for home and auto insurance companies – many coalitions work with local agents for State Farm. Other companies to consider include Nationwide, All State, Progressive, Geico.
- Many health insurance providers are local or regional and will provide event sponsorships.

Tips

- Use this link to find the largest company in your state (search function on right side of page)
<http://health.usnews.com/health-plans/national-insurance-companies>
- Blue Cross Blue Shield – Member Companies
BCBS has 37 independent member companies; most have their own foundation to support local efforts, including events. A list of company foundations can be found on the BCBS Association website.
<http://www.bcbs.com/about-the-companies/power-of-blue.html>

Retailers

Restaurants and retailers are great local sponsors whether through direct donations, in-kind donations, or cause marketing campaigns.

- Local/regional grocery stores and drug stores – Large chains, regional chains and independent stores alike are willing to support community events. In addition to sponsorships, think about round-ups, customer donations and other point-of-purchase donations.
- Local restaurants/chains – many will provide a % of a night's business to a local cause or event.
 - Dunkin Donuts – coalitions in south Florida have partnered with stores in the region to collect donations on their behalf.
- Gas Stations, Tire and Oil Service Centers
- Coffee shops, bakeries and other community shops
- Ask stores close to your event location to sponsor Safe Kids Day. Coalitions holding events in outdoor mall areas have had great success just asking local businesses to sponsor their event.

Tips

- If they don't provide donations, ask for gift certificates that can be raffled off at your event.
- Don't forget about point-of-purchase donations, whether buying a card for \$1 (perhaps a d-con, or a different d-con for different donation levels), rounding up the total, change jars etc. These activities are easy for chains and small independent stores alike!
- You may want to work with other local coalitions or your state to approach regional retailers.



Service Organizations

Safe Kids has a formal partnership with Pilot International, but many other groups like Kiwanis, Elks, Greater Women's Federation of America, Junior League, etc. will provide funds locally or play a leadership role in your local event planning and fundraising efforts.

Risk area specific sponsors

- Chevrolet Dealerships – Approach your local dealership and let them know that Chevy is a national sponsor. Ask for their support – they might be a great place to advertise your event, hold your event, or be able to provide a local grant.
- Bike shops/dealers – Many local bike dealers will participate and sponsor local events.
- Water parks – Consider reaching out to water parks and amusement parks as sponsors for your local event.

It's Tax Season

With taxes due during April, consider approaching H&R Block or other tax service providers. Their name will be displayed at community events during their peak business season.

Local Media Outlets

- Reach out to community newspapers, radio stations and TV stations. They can help promote your event in addition to providing sponsorships.
- Don't forget to reach out to community blogs and ask them to promote your event.

Employee Giving

- If you have a connection with a local business, see if they will conduct an employee giving campaign or a cause marketing campaign