

*Benefitting Easterseals North Georgia*



# Trick or Treat Trot



8th Annual Family Fall Festival & Run/Walk  
Activities for the Whole Family!

SPONSORSHIP PACKAGE

Where:

Infinite Energy Arena  
(Formerly Gwinnet Arena)  
Parking Lot  
6400 Sugarloaf Parkway  
Duluth, GA

When:

Saturday 9:00am  
October 20th, 2018

Find out more about this event at [www.TrickorTreatTrot.com](http://www.TrickorTreatTrot.com)



## Testimonial:



Brothers Colson (4) and Andersen (3) are polar opposites. Where Colson is cautious and reserved, Andersen is curious and fearless.

Together, with Easterseals, they are beating the odds.

Born prematurely, both boys required surgery shortly after birth. And when they came home from the hospital, they needed additional care to reach the [developmental and physical milestones](#) of others their age.

That is when their mother, Moriah, found Easterseals.

“I don’t think I would have the children I have today if it weren’t for Easterseals’

Services,” she said. Today, her children are the active, intelligent, loving and silly little boys you’d expect, who run, jump, play, and swim. Colson James was born at 28 weeks; weighing 2 lb. 1 oz. During his 84-day stay in the hospital, he had surgery that was marked by many complications dividing his time spent in the hospital between the Neonatal Intensive Care Unit and the Progressive Care Unit.

When Colson was sent home, he needed to be connected to an oxygen and apnea monitor, and assisted by a home health nurse.

Moriah remembers well the slew of appointments they had on their schedule in those early weeks: Pulmonary specialists, gastroenterologists, geneticists, pediatricians. As a new mom, it felt overwhelming.

While in the hospital, Moriah found Easterseals through a referral that matches infant and toddlers with developmental delays with resources in the area. Within weeks of returning home from the hospital, Easterseals professionals were in her living room providing occupational and physical therapy for Colson. She also worked with an Early Interventionist, who helped walk her through every step of this new phase, from managing the many doctors’ appointments and coordinating with the physical, occupational, and speech therapists; to providing emotional support and reassurance. “You’re taking care of this little child you weren’t able to hold,” Moriah said. “[My Early Interventionist] helped me to know that I was not going to break my child. That

gave me the peace of mind I needed to know that nothing bad was going to happen.”

A year and 19 days later, little Andersen Michael was born at 29 weeks. He too needed surgery, but Andersen’s time in the hospital was not as complicated as Colson’s. His stay was half the time, and when he did go home, there was no oxygen or apnea monitor. No days of back-to-back appointments. “Andersen was my ‘let’s just take it easy and enjoy having a baby’ child,” Moriah said with a smile. Since the proper supports were already in place, thanks to Easterseals, when Andersen arrived home from the hospital, the transition was smoother.

### Look How Far They’ve Come

Today the boys are working on goals like drawing circles and straight lines. Colson is learning to be more comfortable in his own skin, and Andersen is learning to be more cautious of his surroundings. In the fall, they will join a soccer league.

Moriah offers the following advice for new Easterseals parents: “Get that Early Interventionist who finds the same amount of joy and accomplishment that you feel when your child does something. Someone who says ‘That’s incredible! Good job, buddy!’ You want them to have the same passion that you have for your children.”

Our mission is to strengthen children and their family’s at the most critical times in a child’s development.

**Early Intervention is key to helping children thrive!**  
**We currently help 4,000+ families/children**

**Our goal is to raise \$75,000 to serve more**  
**Please, help**

# Easterseals North Georgia's 8<sup>th</sup> Annual Trick or Treat Trot Family Fall Festival & Run/Walk



Our 8th Annual *Trick-or-Treat Trot* Family Fall Festival and Run/Walk unites hundreds of children, families, and even runners to raise funds and increase awareness for young children with disabilities in the metro Atlanta and North Georgia community.



This family-friendly event will have costume contests, arts and crafts, food, fun, face painting, games, prizes and more! It also provides a safe trick-or-treating experience for *all* children who attend.

For serious runners, our Family Fall Festival also includes a 5k Run on a USATF Certified Course which serves as a qualifier for Peachtree Road Race 2018. For the less serious but equally health-conscious, attendees can walk the course and the children can participate in the Kids Spooky Sprint – a fun dash with an “official” start and finish line.



*Trick-or-Treat Trot* is the perfect day for families, friends, neighbors, colleagues and community members to play, have fun, smile, and walk together for a common purpose—to help children who are disadvantaged or disabled.



We count on all of our sponsors and volunteers to continue to help make this event a blast for all that attend. All funds help the children and families at Easterseals North Georgia.

## About Easterseals North Georgia

**Strengthening children** and their family's at the most critical times in their development is our driving force. Our staff, our volunteers, our sponsors, our children and our community fuel our passion and ignite our success.

Recent research confirms that the first five years of a child's life are particularly important for the development of the brain, and **the first five years are the most critical** in shaping the child's brain architecture. These early years are the foundation that shapes children's future health, happiness, growth, development, and learning achievement while at school, within the family, and as part of the community.



**We provide early education and early intervention services to nearly 4,000** children from birth to age five living in metro Atlanta and North Georgia who are disadvantaged or disabled. We also provide support services to their families, helping them become better educated, more self-sufficient, and an even stronger support for their child, no matter their income or ability.

Our history of using evidence-based programs has helped us achieve **outcomes that exceed expectations**. Integrated teams of therapists, teachers, and other health professionals help each child overcome obstacles to independence and prepare them for the next phase in their life. 45% of children who start our program are measured as performing at or above age-level. Upon leaving our program, more than 92% are at or above age-level. These results serve as a testament to the services and benefits we provide our children, our families and our community.



Families thank us every day and every day we thank our families and children for the privilege of caring for them, teaching and supporting them. You can help by supporting our local events and helping us get the word out about who we are and what we do! We want to partner with the community. **Together we are stronger!**

## SPONSORSHIP LEVELS

### Life Changers - \$10,000

- Company featured in social media campaigns featuring our Life Changers journey
- Company opportunity to speak to attendees at 5K/family fun festival
- Company Award presentation within event with professional photo
- Company Employee Team Building Activities
- Company Judge and Award - Pumpkin Palooza digital contest.
- Company sampling/coupon distribution/promotional items in event bags
- Company custom social media ESNG campaign that ties to your cause marketing goals
- Company logo on all event banners and t-shirts given to 5K participants
- Company logo and web link provided in e-newsletter delivered to 62k recipients
- Company Sponsor recognition, logo and link on the event page at [Eastersealsnorthgeorgia.org](http://Eastersealsnorthgeorgia.org)
- Company name mentioned in all media advertising: radio/print/online
- Company creative/cause marketing benefit opportunity to promote your company and good will in the community. Newspaper article? To be discussed.

-

### Sky High Achievers- \$5,000

- Company listed as "Sky High Achiever's" on all event-related marketing & promotional collateral
- Company logo on banners
- Sponsor table at event to display any products, services or company marketing materials
- Sponsor logo on back of event t-shirts
- Company sampling/coupon distribution/promotional items in event bags
- Company logo and web link provided in e-newsletter delivered to 62k recipients

### Believers - \$1,000

- Company listed as "BELIEVER" on all event-related marketing & promotional collateral
- Company logo on all start/finish banners and back of shirts
- Sponsor table at event to display any products, services or company marketing materials

### Special opportunities and pricing for nonprofits

Contact Norma Center at 404-569-0157 or [ncenter@esng.org](mailto:ncenter@esng.org) for details

## Serving families and their children:



### Early Education:

We serve over 1,700 children and families in early education. We are one of the state's largest "inclusive"\* early education providers. In addition, we provide mental health interventions, family trainings and autism programs in Barrow, Jackson, Fulton, Gwinnett and Madison counties. We have 12 Child Development Centers and welcome companies to collaborate with us and to volunteer. We can collaborate on ideas such as; Team Building activities throughout the year. We can accommodate large groups for community service hours and reaching your Community Relationship goals.

### Early Intervention:

We serve approximately 1,840 families with early intervention therapies in Gwinnett, Rockdale and Newton counties



### Champions For Children:

State wide, we serve over 300 families that do not qualify for Katie Becket waiver with funding for medically necessary medicine and devices for their children.



## EVENT SPONSORSHIP

Easterseals North Georgia invites you to help support our 2018 Trick or Treat Trot Family Fall Festival by becoming a sponsor. Please complete the form below and indicate your preferred sponsorship level.

We would like to commit to sponsorship level:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Life Changer<br>(\$10,000) | <input type="checkbox"/> Sky High<br>Achiever<br>(\$5,000) | <input type="checkbox"/> Believer<br>(\$1,000) |
|---|--|--|

Sponsorship opportunities close on September 30, 2018

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Payment Type     Amex     MC/Visa     Check

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Zip \_\_\_\_\_ Signature \_\_\_\_\_

**Please make checks payable to Easterseals North Georgia and return with completed form to:**

Easterseals North Georgia – attn: Norma Center

53 Perimeter Center East, Suite 550

Atlanta, GA 30346

Ph: (404) 943-1070 Fax: (404) 943-0890

*All sponsorships are considered donations to Easterseals North Georgia (less value received) and therefore may qualify as a tax-deductible charitable contribution. Please consult the IRS or your tax advisor for more information. Easterseals North Georgia, Inc. is classified as a not for profit public charity under section 501(c)(3) of the Internal Revenue Code. 58-1919768*

**Thank you for your support of Easterseals North Georgia**

## DONATION FORM

Easterseals North Georgia gladly accepts “in-kind” contributions for advertising, activities, food, and raffle prizes for our event. If you wish to donate materials, prizes or services to support our *Trick or Treat Trot* Family Fall Festival, please complete this form.

***I would like to donate goods and/or services to this event!***

*All donations must be received by October 1, 2018*

For more information and/or questions, please contact Norma Center, Development Director, at 404-943-1070 x 114 or [ncenter@esng.org](mailto:ncenter@esng.org).

Company/Individual Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Description of donation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Value of Donation \_\_\_\_\_

**Mail or email completed donation form to:**

Easterseals North Georgia - attn: Norma Center

53 Perimeter Center East, Suite 550

Atlanta, Georgia 30346

(404) 943-0890 (fax) or [ncenter@esng.org](mailto:ncenter@esng.org)

*Items provided will be considered donations to Easterseals North Georgia (less value received) and therefore may qualify as a tax deductible charitable contribution. Please consult the IRS or your tax advisor for more information. Easterseals North Georgia, Inc. is classified as a not for profit public charity under section 501(c)(3) of the Internal Revenue Code. Upon receipt of donation, Easterseals will provide you with a donation receipt letter for your records.*

**Thank you for your support of Easterseals North Georgia**

## All Year Partnerships are customizable for your needs

	Empowerment	Impact	Ability
	\$25,000	\$10,000	\$5,000
Rotating banner on website	6 months	3 months	1 month
Article on website	6 months	3 months	1 month
Highlight ad on website	3 months		
Listed as corporate partner on website	●	●	●
Dedicated partnership email sent to over 10,000 subscribers	●	●	●
Listed in Annual Report	●	●	●
Logo/Name in print/electronic media	Logo & Link	Logo & Link	Logo & Link
Company Logo/Name/Link on event websites	Logo & Link	Logo & Link	Logo & Link
Speaking opportunity	Both events	Trick or Treat Trot	
Logo on event shirts/banners/marketing materials	●	●	●
Race day booth with product samples	Table	Table	Table
Complimentary Topgolf tickets	24	12	8
Complimentary Trick or Treat Trot tickets	75	50	20

How can we tailor a program to help you reach your company's community relations goals. Contact: Norma Center 404-943-1070 x 114 (office), 404-569-0157 (cell) or [ncenter@esnq.org](mailto:ncenter@esnq.org)