



## Sponsorship Opportunity

**SAFE & SEEN  
HALLOWEEN**

### Safe & Seen Halloween 2018

*an I CARE KY initiative*

I CARE KY is the leading Kentucky volunteer organization focused on intersection safety. The purpose of I Care KY is for all families and friends to come home safe, every day. I Care KY is a 501c3 organization. We collaborate and educate to instill personal responsibility.

I CARE KY, partnering with the Kentucky Transportation Cabinet and the Child Care Council of Kentucky, Inc. will provide Halloween Trick or Treat bags with intersection safety tips for children from Preschool through 3<sup>rd</sup> grade in Fayette and surrounding counties. The bags will include a separate safety card for parents. We anticipate 10,000 bags to be distributed in mid-October.

*In addition to trick-or-treat bags, a regional "coloring creation contest" and safety messaging will be promoted throughout the Channel 18, WLEX viewing area.*

Sponsorship opportunities are available at various levels identified below:

#### **Presenting Sponsor: \$5,000**

- ◆ Lead sponsor on all promotional materials and PSA's.
- ◆ Opportunity to participate in local media messages.
- ◆ Lead logo position on all promotions, bags and coloring page.
- ◆ Logo and active link on ICareKY.org website and social media activity.

#### **Platinum Sponsor: \$1,000**

- ◆ Logo on all promotional materials and PSA's..
- ◆ Logo and active link on ICareKY.org website and all social media activity.

#### **Silver Sponsor: \$ 500**

- ◆ Bold company name listing on all promotions, bags and coloring page.
- ◆ Bold company name and active link on ICareKY.org website and all social media activity.

#### **Sponsor: \$ 300**

- ◆ Company name listing on all promotions, bags and coloring page.
- ◆ Company name and active link on ICareKY.org website all social media activity.

**Donations can be made at [ICareKY.org](http://ICareKY.org) or email [contact@icareky.org](mailto:contact@icareky.org) for more information.**

