



16TH



ANNUAL

HOME RUNS *for* HORTON'S KIDS

Wednesday, July 10, 2024 - Nationals Park
Sponsorship Information and Funding Opportunities

Support Families in Southeast DC!

For 35 years, Horton's Kids has fostered holistic family well-being and multigenerational success by helping individuals, families, and communities overcome systemic barriers. Since 1989, we've embedded ourselves in DC's most underserved communities to provide our neighbors with the resources, guidance, and support they need to reach their greatest potential.

Horton's Kids' approach is multi-faceted and intersects through four service areas: academics, youth development, health and wellness, and family engagement.

Now in its 16th year, Home Runs for Horton's Kids gathers hundreds of community members, supporters, and members of Congress for an evening of family-friendly fun at Nationals Park to raise critical funds for our programs. Event admission includes batting cage access, a bullpen fast pitch competition, carnival activities, and stadium fare and drinks. Top-level sponsorship packages come with exclusive passes to bat from Homeplate and play catch in the Outfield.

Celebrating 16 Years of Home Runs

Since the event's founding in 2008, **Home Runs for Horton's Kids** has raised over **\$6.5 million** to directly support families living in DC's most underserved communities. That success is due in large part to the 1,500+ event sponsors we've worked with over the past 16 years.

Your support of Home Runs for Horton's Kids helps us to continue deepening our impact and expanding our services to children living in Southeast D.C., so that they graduate high school, pursue their dreams, and build the lives they deserve.

Over the course of Horton's Kids' 35-year history, **4,200** volunteers have provided over **400,000** hours of service to support more than **1,700** children. We have served nearly **200,000** meals, distributed more than **15,000** books, hosted more than **2,000** nights of tutoring, and taken children on more than **1,200** field trips.



Support our mission and celebrate with us at Home Runs for Horton's Kids.

- Help us celebrate sixteen years of Home Runs by becoming a Major League Partner sponsor
- Brand one of our most popular on-site activities inside Nationals Park
- Serve as a match for our night-of fundraising initiative
- Encourage your family and friends to purchase individual tickets



Sponsorship Menu

\$50,000 MAJOR LEAGUE PARTNER SPONSOR

- 40 tickets to the event
- Special recognition in e-invitations, Congressional invitations, event website, Jumbotron, event signage, press releases, and media spots
- 20 passes to play catch in the outfield
- 20 passes to bat from home plate
- 10 guaranteed event volunteer spots for your staff
- Logo listed on Horton's Kids website for one year
- Opportunity to make live speaking remarks during the program
- Opportunity to submit a short video address
- Option to brand one of our most popular onsite activations
- VIP early access to the event (5:00pm)
- Logo listed in print and digital ads in The Hill
- Option for a leader at your company to be listed as an Honorary Corporate Chair for the event
- Social media toolkit to promote your sponsorship on your social channels
- Customized benefits and recognition upon further discussion

\$25,000 GRAND SLAM SPONSOR

- 25 tickets to the event
- Logo recognition in e-invitations, Congressional invitations, event website, Jumbotron, and event signage
- 10 passes to play catch in the outfield
- 14 passes to bat from home plate
- Logo listed on Horton's Kids website for one year
- VIP early access to the event (5:00pm)
- Logo listed in print and digital ads in The Hill
- Opportunity to submit a short video address
- Option for a leader at your company to be listed as an Honorary Corporate Chair for the event

\$15,000 HOME RUN SPONSOR

- 16 tickets to the event
- Logo recognition in e-invitations, Congressional invitations, event website, Jumbotron, and event signage
- 8 passes to play catch in the outfield
- 12 passes to bat from home plate
- Logo listed on Horton's Kids website for one year
- VIP early access to the event (5:00pm)
- Name listed in print and digital ads in The Hill

\$10,000 TRIPLE SPONSOR

- 12 tickets to the event
- Logo recognition in e-invitations, Congressional invitations, event website, Jumbotron, and event signage
- 6 passes to play catch in the outfield
- 8 passes to bat from home plate
- Logo listed on Horton's Kids website for one year

\$5,000 DOUBLE SPONSOR

- 8 tickets to the event
- Name listed in e-invitations, Congressional invitations, event website, Jumbotron, and event signage
- 4 passes to play catch in the outfield
- 4 passes to bat from home plate

\$2,500 SINGLE SPONSOR

- 4 tickets to the event
- Name listed in e-invitations, Congressional invitations, event website, Jumbotron, and event signage
- 2 passes to play catch in the outfield

\$1,500 FAN SPONSOR

- 2 tickets to the event
- Name listed in e-invitations, Congressional invitations, event website, Jumbotron, and event signage



NAMING RIGHTS MENU

Outfield Experience.....	\$10,000
Home Plate Experience.....	\$10,000
Batting Cages.....	\$5,000
Race with President Teddy.....	\$5,000
Fast-Pitch in Bullpen.....	\$5,000
Bars (3).....	\$2,500
Moon Bounces (2).....	\$2,500

ADDITIONAL TICKET OPTIONS

1 Little League Ticket (ages 6-17).....	\$60
Early Bird Price (Until 6/17).....	\$45
1 General Admission Ticket (ages 18+).....	\$150
Early Bird Price (Until 6/17).....	\$125

SAVE WITH TICKET BUNDLES

General Admission 4 Ticket Bundle.....	\$500
Little League 4 Ticket Bundle.....	\$200
Free event admission for kids ages 5 and under!	

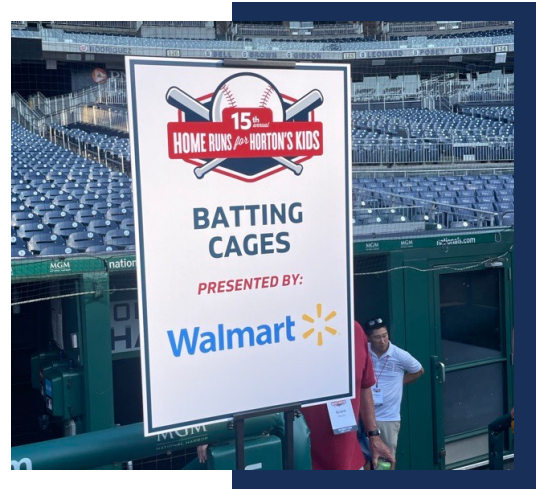
CUSTOMIZE YOUR SUPPORT

Supporters of Home Runs for Horton's Kids have the opportunity to tailor their support across sponsorships, naming rights, and individual tickets.

For more information about these funding opportunities, please contact:

Caroline Malone, Corporate Partnerships Manager,
caroline@hortonskids.org

Home Runs' Visibility and Reach



Members of Congress Co-Chair the event each year.

2023 Event Co-Chairs included Senator Chris Murphy, Congresswoman Lisa Blunt Rochester, Congressman James E. Clyburn, Congressman James Comer, Congresswoman Eleanor Holmes Norton, Congressman Patrick McHenry, and Congresswoman Cathy McMorris Rodgers.

Additionally, all Members of Congress and their staff are invited to attend the event.

[8K+]

Supporters who receive regular Home Runs marketing emails

[105K+]

Social media impressions garnered from last year's event

[20K]

Annual website visitors who will see eligible sponsors' company logos featured

[950]

Guests attended Home Runs last year

[60K]

Print event ad exposure to The Hill newspaper subscribers

[1M+]

Impressions in digital ad exposure on The Hill's website



Home Runs for Horton's Kids also gains the attention of local media outlets and has been featured in pieces by **Politico, The Washington Post, WJLA, WUSA, and K Street Magazine**

Sponsorship Agreement

SPONSORSHIP LEVEL

\$50,000 Major League: 40 Admission Tickets, 20 Outfield Passes, 20 Homeplate Passes

\$25,000 Grand Slam: 25 Admission Tickets, 10 Outfield Passes, 14 Homeplate Passes

\$15,000 Home Run: 16 Admission Tickets, 8 Outfield Passes, 12 Homeplate Passes

\$10,000 Triple: 12 Admission Tickets, 6 Outfield Passes, 8 Homeplate Passes

\$5,000 Double: 8 Admission Tickets, 4 Outfield Passes, 4 Homeplate Passes

\$2,500 Single: 4 Admission Tickets, 2 Outfield Passes

\$1,500 Fan: 2 Admission Tickets

Add Extra Tickets to Sponsorship **Fee** **Quantity** **Total**

General Admission Ticket Bundle (4 tickets) \$500

Little League Admission Ticket Bundle (4 Tickets) \$200

*Note: If extra admission tickets are added to your sponsorship package, the additional cost will be added to the invoice. Extra tickets can be purchased up until the day of the event and directly by individuals interested in attending.

First Name: _____ Last Name: _____

Company Name/Listing Name _____

Address: _____ City: _____ State: _____

Phone: _____ Email: _____

Payment and Sponsorship Amount: \$ _____

Payment Method: Check Credit Card ACH/Wire

Credit Card Number: _____ Exp Date: _____

Security Code: _____ Cardholder Signature: _____

To generate an invoice, please email this form to
Clara Meskin, Development and Communications
Coordinator, at clara@hortonskids.org

For payments:
Please mail your check to the address below or contact
Clara Meskin (clara@hortonskids.org) for other payment
options.



Horton's Kids
Attn. Caroline Malone
2233 Hunter Pl SE
Washington, DC 20020

YOUR SUPPORT MAKES A DIFFERENCE!



\$10,000

Help Children Broaden Their Horizons

Our programs offer children opportunities to explore their city, find new interests, discover their strengths, and give them the chance to enjoy childhood.

\$7,500

Care for Caregivers

Horton's Kids knows that it takes a village. To promote stability and reduce household stress, we provide services to parents and caregivers such as employment resources and trainings, mother's groups, and wellness workshops.



\$5,000

Provide Access to Health Essentials

Families in the community can stop by our Community Resource Centers for access to pantry staples, cleaning supplies, hygiene products, and diapers.

\$2,500

Prevent Learning Loss

After school, our program participants receive high-intensity tutoring and homework help to ensure they're making academic gains and avoiding learning loss.

