



# Pajama Program

Good Nights Are Good Days



## One Million Good Nights

Comforting Bedtimes and Healthy Sleep  
for 1 Million Children by January 2022

## PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

November 2020-January 2022



# WHY PAJAMA PROGRAM?



## THE SITUATION:

Every night in America, too many children do not get the sleep they need, compromising their health, school performance, and emotional well-being. Sleep is as essential as proper nutrition and exercise for helping children learn and grow. A comforting bedtime routine helps children who are facing adversity get the healthy sleep they need.

## THE SOLUTION:

Pajama Program promotes and supports a comforting bedtime routine and healthy sleep by providing new pajamas, storybooks, and sleep health education to children, parents, teachers, and caregivers across the United States, including Puerto Rico. After all, Good Nights Are Good Days.





# HOW WE DO IT



## OUR HOLISTIC APPROACH

### CONNECT

All of our programs aim to support children and the adults in their lives to get the sleep they need. Whether in-person or virtual, children can connect with our caring volunteers and receive resources for a comforting bedtime routine.

### EDUCATE

Our sleep health education programs teach children, parents and caregivers, and teachers about sleep health and how to maintain a bedtime routine. This holistic approach helps children get the sleep they need, improving health and wellbeing, relationships, and school performance.

### PARTNER

Our national network of volunteers, local Chapter Presidents, and Community Partners provides hundreds of thousands of pajamas and books for children across the United States, including Puerto Rico, each year.





# ABOUT

## ne Million Good Nights November 2020-January 2022

One Million Good Nights is a national advocacy and fundraising campaign to support Pajama Program's mission. Inspired by the popular campaign of the same name launched in 2013, we are launching **One Million Good Nights** to meet the increase in need due to the effects of COVID-19, increased unemployment, and natural disasters. Now, more than ever, providing comforting bedtime routines and the tools for healthy sleep are essential for the health and well-being of children in our country.

We believe a good day starts at bedtime. Children who follow a bedtime routine and get a good night's sleep are more likely to be healthy, happy, and ready to learn. Through our holistic programming, Pajama Program empowers children facing adversity with the sleep awareness, practical bedtime materials, and adult support they need to sleep well each and every night.

### One Million Good Nights Highlights

- Launched in 2020 with pledges of support from Lead Pajama and Book Partners: Carter's & Scholastic
- Engaging community with new access to Sweet Dreamzzz Sleep Health Education programming
- Releasing children's *Sweet Dreams Ahead, Time for Bed* with renowned author Tish Rabe
- Reaching 1 million children by January 2022!



One Million Good Nights Lead Partners:

**carter's**<sup>®</sup>  
Lead Pajama Partner

 **SCHOLASTIC**  
Lead Book Partner





# ABOUT

# ne Million Good Nights

Be a part of our **One Million Good Nights** campaign and help provide the resources for bedtime to 1 million children through our network of more than 4,000 Community Partners, comprised of local organizations across the United States, including Puerto Rico, providing direct services to children ages infant to 18, including homeless shelters, foster care agencies, Title I schools, Head Start programs, and others.

**Our goal is to impact the lives of 1 million children by January 2022. How we'll get there with your support:**

## Pajamas & Books

for children infant to age 18, distributed  
through our Community Partner network



## Sleep Health Education

for parents and caregivers, educators,  
and children ages 2-10



## Engagement Programs

virtual and in-person (when possible)  
storytimes with volunteers





# SPONSOR IMPACT OPPORTUNITY

## Halo Effect

As an official Pajama Program sponsor, you'll be recognized for helping the one million children we'll reach during this campaign.

Pajama Program has consistently received top ratings from BBB and has been rated as a 4-star charity on Charity Navigator for 11 consecutive years, an elite rating only 1% of charities have attained.

## Access to Our Community

- 30,000 Mailing List members
- 20,000 Social Media followers
- 4,000 Community Partner organizations



## Social Responsibility

- Impact the lives thousands of children facing adversity, more critical than ever due to the COVID-19 pandemic
- Provide your employees with engagement opportunities





# HOW WE COLLABORATE

## Point-of-Sale

Pajama Program is celebrating its 11-year partnership with Carter's this year. Every holiday season, Carter's engages its customers in our mission by asking them to donate at the registers and online nationwide. The resulting \$10,426,182 in donations and 2,052,851 in pajamas strengthened Pajama Program's position as an impactful national nonprofit.

## Employee Engagement

Pajama Program teamed up with a division of Johnson & Johnson, who underwrote a virtual employee give-back campaign. Over 400 employees participated in selecting pajamas and books for children. The event garnered funds to deliver 2,700 Good Nights for Good Days.

## Product Donations

Pajama Program works closely with Lead Book Partner, Scholastic Book Clubs, each year for the past 12 years! The annual holiday campaign matches a donation of 100,000 Scholastic books with pajamas collected in Scholastic Book Club classrooms across the country.

## Event Activation

Pajama Program hosted a Reading Party at Sleep Number's grand opening/Giving Tuesday activation in Manhattan. Actress Debra Messing joined our mission and shared stories with the children. The activation resulted in 93.3M media impressions.





# SPONSORSHIP LEVELS



## LEAD PARTNER

**\$75,000+**

Give Good Nights for Good Days to 500 children,  
Sleep Health Education for 125 children,  
Contribute to our Virtual Community Bookshelf

## PRESENTING SPONSOR

**\$50,000**

Give Good Nights for Good Days to 300 children,  
Sleep Health Education for 75 children,  
Contribute to our Virtual Community Bookshelf

## SIGNATURE SPONSOR

**\$25,000**

Give Good Nights for Good Days to 200 children,  
Sleep Health Education for 50 children,  
Contribute to our Virtual Community Bookshelf

## GOOD NIGHTS SPONSOR

**\$15,000**

Give Good Nights for Good Days to 150 children,  
Sleep Health Education for 25 children,  
Contribute to our Virtual Community Bookshelf

## GOOD DAYS SPONSOR

**\$10,000**

Give Good Nights for Good Days to 100 children,  
Sleep Health Education for 25 children,  
Contribute to our Virtual Community Bookshelf

## VIP HIGHLIGHT MONTH SPONSOR

**\$7,500**

Give Good Nights for Good Days to 75 children,  
Contribute to our Virtual Community Bookshelf

## HIGHLIGHT MONTH SPONSOR

**\$5,000**

Give Good Nights for Good Days to 50 children,  
Contribute to our Virtual Community Bookshelf

## VIRTUAL READING PARTY SPONSOR

**\$2,500**

Contribute to our Virtual Community Bookshelf  
with an Employee Engagement Experience,  
Pajamas & books for 50 children

## VIRTUAL READING PARTY SUPPORTER

**\$1,000**

Contribute to our Virtual Community Bookshelf  
with an Employee Engagement Experience,  
Pajamas & books for 25 children

## Additional Opportunities to Get Involved

Underwriting and sponsorship of Pajama Program initiatives and events:

- |             |   |
|-------------|---|
| April 2021  | ✦ Book launch of bedtime children's book by Tish Rabe             |
| May 2021    | ✦ Pajama Program 20th Anniversary Virtual Gala                    |
| Summer 2021 | ✦ Snack. Sleep. Repeat. Bedtime Snack Cookbook                    |
| Fall 2021   | ✦ Pajama Walk: National Fundraising Event                         |
| Throughout  | ✦ PajamaTALK: Conversation Series on Pajama Program's Core Values |

For more information, or to confirm your sponsorship commitment, please contact:  
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# SPONSORSHIP LEVELS



## LEAD PARTNER

**\$75,000**

### Direct support of:

- ✦ Sleep Health Education workshops for 125 children
- ✦ Pajamas & books for 500 children
- ✦ Virtual Community Bookshelf

### Partner benefits:

- ✦ Recognition as a Lead Partner on all marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter
- ✦ Co-branded One Million Good Nights materials to distribute to customers, employees, or community members | Co-branded media kit
- ✦ Co-branding opportunities on sleep health education materials
- ✦ Sleep Health Lunch & Learn for employees, customers, community, or social followers
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ Unlimited Registrations for Fall 2021 Pajama Walk
- ✦ Co-presenter & featured recipe in Snack. Sleep. Repeat. Bedtime Snack Cookbook
- ✦ Campaign impact report

## PRESENTING SPONSOR

**\$50,000**

### Direct support of:

- ✦ Sleep Health Education workshops for 75 children
- ✦ Pajamas & books for 300 children
- ✦ Virtual Community Bookshelf

### Sponsor benefits:

- ✦ Recognition as a Presenting Sponsor on all marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter
- ✦ Co-branded One Million Good Nights materials to distribute to customers, employees, or community members | Co-branded media kit
- ✦ Co-branding opportunities on sleep health education materials
- ✦ Sleep Health Lunch & Learn for employees, customers, community, or social followers
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ Unlimited Registrations for Fall 2021 Pajama Walk
- ✦ Co-presenter & featured recipe in Snack. Sleep. Repeat. Bedtime Snack Cookbook
- ✦ Campaign impact report

## SIGNATURE SPONSOR

**\$25,000**

### Direct support of:

- ✦ Sleep Health Education workshops for 50 children
- ✦ Pajamas & books for 200 children
- ✦ Virtual Community Bookshelf

### Sponsor benefits:

- ✦ Recognition as a Signature Sponsor on all marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter
- ✦ Co-branded One Million Good Nights materials to distribute to customers, employees, or community members | Co-branded media kit
- ✦ Co-branding opportunities on sleep health education materials
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ Unlimited Registrations for Fall 2021 Pajama Walk
- ✦ Featured recipe in Snack. Sleep. Repeat. Bedtime Snack Cookbook
- ✦ Campaign impact report



# SPONSORSHIP LEVELS



## GOOD NIGHTS SPONSOR \$15,000

**Direct support of:**

- ✦ Sleep Health Education workshops for 25 children
- ✦ Pajamas & books for 150 children
- ✦ Virtual Community Bookshelf

**Sponsor benefits:**

- ✦ Recognition as a Good Nights Sponsor on most marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter
- ✦ Co-branding opportunities on sleep health education materials
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ 20 Registrations for Fall 2021 Pajama Walk
- ✦ Featured recipe in Snack. Sleep. Repeat. Bedtime Snack Cookbook
- ✦ Campaign impact report

## GOOD DAYS SPONSOR \$10,000

**Direct support of:**

- ✦ Sleep Health Education workshops for 25 children
- ✦ Pajamas & books for 100 children
- ✦ Virtual Community Bookshelf

**Sponsor benefits:**

- ✦ Recognition as a Good Days Sponsor on most marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter
- ✦ Co-branding opportunities on sleep health education materials
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ 15 Registrations for Fall 2021 Pajama Walk
- ✦ Featured recipe in Snack. Sleep. Repeat. Bedtime Snack Cookbook
- ✦ Campaign impact report

## VIP HIGHLIGHT MONTH SPONSOR \$7,500

**Direct support of:**

- ✦ Pajamas & books for 75 children
- ✦ Virtual Community Bookshelf

**Sponsor benefits:**

- ✦ Recognition as a VIP Highlight Month Sponsor on some marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter during the selected month
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ 10 Registrations for Fall 2021 Pajama Walk
- ✦ Featured recipe in Snack. Sleep. Repeat. Bedtime Snack Cookbook
- ✦ Campaign impact report

## HIGHLIGHT MONTH SPONSOR \$5,000

**Direct support of:**

- ✦ Pajamas & books for 50 children
- ✦ Virtual Community Bookshelf

**Sponsor benefits:**

- ✦ Recognition as a Highlight Month Sponsor on some marketing & PR materials and at our locations in NYC & Atlanta
- ✦ Regular social posts & features in e-newsletter during the selected month
- ✦ Employee engagement opportunity
- ✦ Tickets to May 2021 Virtual Gala
- ✦ 10 Registrations for Fall 2021 Pajama Walk
- ✦ Campaign impact report



SPONSORSHIP LEVELS



# VIRTUAL READING PARTIES

Virtual Reading Parties support our Virtual Community Bookshelf - an accessible virtual story library for the children in our community, read by the people in our community

"I absolutely loved volunteering for this wonderful organization and sharing my daughter's favorite book with other kids in the community."  
-Moody's Employee

Join these Pajama Program sponsors with a unique virtual experience for your employees!





# THANK YOU FOR CONSIDERING A PARTNERSHIP WITH



## Pajama Program

**Every child has the right to a Good Night for a Good Day.  
Together, we can continue to change lives one night at a time.**

**To continue the conversation, contact:**

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