

SPONSORSHIP FOR THE 3RD ANNUAL PAJAMA WALK & FAMILY FESTIVAL

Benefitting children affected by instability

SATURDAY, SEPTEMBER 29, 2018

PIER 84 AT HUDSON RIVER PARK, 10 AM



SUPPORT EVERY CHILD'S RIGHT TO A GOOD NIGHT.

About the Pajama Walk & Family Festival

Where: Pier 84 at Hudson River Park
555 12th Avenue (between W. 43rd and W. 44th Streets),
New York, NY 10036

When: Saturday, September 29, 10 AM

What: Join us for a day of fun, food, music and laughter, walking for a good cause. We will proudly don our pajamas and walk to support children affected by instability in New York City and beyond. Enjoy a family-friendly festival to follow on the pier plus a special appearance by Laurie Berkner, children's musician and author of picture books: *We Are The Dinosaurs*, *Pillowland* and *Monster Boogie*.

Attire: Wear your pajamas!

Why: To benefit children affected by instability

Who: Hundreds of our supporters, families, philanthropists and more

About Pajama Program

Pajama Program is a 501(c)(3) nonprofit organization founded in 2001 whose mission is to promote and support a comforting bedtime routine for children affected by instability to help them thrive. Pajama Program's vision is good nights for good days for all children everywhere.



\$10,000
Good Night Bill of Rights Champion

- Premier recognition as a Main Sponsor of the 2018 Pajama Walk & Family Festival on ALL on-site signage and literature
- Special recognition from the podium and opportunity to speak at the podium during the event
- Recognition as a Pajama Program benefactor for 2018 and 2019 on our website and collateral
- Logo prominently featured on the marquee poster at the event
- Prominent promotional acknowledgement of Pajama Walk & Family Festival sponsorship before, during, and after the event on ALL elements of website, social media, print, email and press campaign
- Free admission for 20 guests
- Ability to hand out literature and branded promotional items at event



\$7,500
Sleep Keeper

- Premier recognition as a Sponsor of the 2018 Pajama Walk & Family Festival on ALL on-site signage and literature
- Special recognition from the podium during the event
- Recognition as a Pajama Program benefactor for 2018 and 2019 on our website and collateral
- Name listing on the marquee poster at the event
- Prominent promotional acknowledgement of Pajama Walk & Family Festival sponsorship before, during, and after the event on ALL elements of website, social media, print, email and press campaign
- Free admission for 20 guests
- Ability to hand out literature and branded promotional items at event



\$5,000
Good Night Wisher

- Recognition as a Sponsor of the 2018 Pajama Walk & Family Festival on select on-site signage and literature
- Recognition from the podium during the event
- Recognition as a Pajama Program benefactor for 2018 and 2019 on our website and collateral
- Name listing on the marquee poster at the event
- Promotional acknowledgement of Pajama Walk & Family Festival sponsorship before, during, and after the event on SOME elements of website, social media, print, email and press campaign
- Free admission for 15 guests
- Ability to hand out literature and branded promotional items at event



\$2,500
Loving Bedtime Advocate

- Recognition as a Sponsor of the 2018 Pajama Walk & Family Festival on select on-site signage and literature
- Recognition from the podium during the event
- Name listing on the marquee poster at the event
- Promotional acknowledgement of Pajama Walk & Family Festival sponsorship before, during, and after the event on SOME elements of website, social media, print, email and press campaign
- Free admission for 10 guests
- Ability to hand out literature and branded promotional items at event



\$1,000
Good Nights are
Good Days Supporter

- Recognition as a Sponsor of the 2018 Pajama Walk & Family Festival on select on-site signage and literature
- Recognition from the podium during the event
- Name listing on the marquee poster at the event
- Promotional acknowledgement of Pajama Walk & Family Festival sponsorship before, during, and after the event on social media
- Free admission for 5 guests
- Ability to hand out literature and branded promotional items at event



\$500
Pajama Walk & Family
Festival Activity Sponsor

- Signage to be placed on sponsored activity
- Ability to hand out literature and branded promotional items at event

For more information or to become a sponsor, contact Bree Falato at bree@pajamaprogram.org or call (646)779-0222