

FAMILY FRIENDLY INITIATIVE

Public Awareness Campaign Sponsorship Package



JOINTINITIATIVES.ORG/FFI



CHILDCARE

Colorado Springs families are facing childcare shortages, and 75% of residents identify childcare as a serious problem.



CHILDREN need you.
FAMILIES need you.
BUSINESSES need you.

THE CRISIS



- There are **only 18,300 childcare spots** for **almost 48,000** children in El Paso County.
- Childcare costs an average of \$20,000** per child each year– more than college tuition.
- According to a UCCS study, **26% of parents say they are staying out of the workforce due to childcare.**
- Colorado Springs' businesses are experiencing workforce shortages, and our **local economy is losing \$308 million each year.**

YOU can be part of the SOLUTION.

The **Family Friendly Initiative (FFI)** is bringing together community leaders who care about children and want to **work together to solve the local childcare challenges**.

Your investment as a **FAMILY FRIENDLY INITIATIVE SPONSOR** allows for **networking** and **publicity opportunities** while simultaneously **making a difference** in a cause almost **80% of El Paso County** residents say is important.



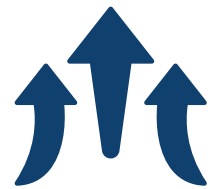
INVEST

Sponsorship dollars drive awareness and coalition work.



ACTIVATE

FFI mobilizes families, employers, and policymakers.



IMPROVE

More childcare options, stronger workforce stability.

INVEST NOW!

> **CONTACT US**

The Public Awareness Campaign launches January 8th.
*Contact us right away to receive all of the **BENEFITS!***

Become a **FAMILY FRIENDLY INITIATIVE SPONSOR** to make an investment in our children, our families, and our economic outlook – plus reap substantial ROI as an employer! *Invest TODAY to help tackle the childcare issue together.*



- Reduced absenteeism and stronger employee retention
- Increased productivity
- Competitive advantage in recruitment
- Enhanced reputation as a family-forward employer

BECOME A SPONSOR!

TAKE FULL ADVANTAGE OF BENEFITS + LEARN MORE

Contact: SherryLynn Boyles | sboyles@jointinitiatives.org

FAMILY FRIENDLY INITIATIVE

FFI participants engage primarily in teams who have prioritized various projects and strategies.

FFI ACCOMPLISHMENTS

SINCE LAUNCHING IN JANUARY 2025:

- **800 childcare spots added** in the region.
- **Childcare behavioral health program** launched a **Family Engagement Network**.

In partnership with FFI, **UCCS launched an early childhood “boot camp”** for people interested in starting a new childcare program.
- **Churches and businesses are working together** to approach the regulatory framework that has created almost impossible financial hurdles to start new centers.

FFI CO-CHAIRS + STEERING COMMITTEE

FFI Co-Chairs: Margaret Sabin, Johnna Reeder Kleymeyer, Mayor Yemi Mobolade, and Thayer Tutt

Steering Committee Members: Thomas Aicher, Matthew Ayers, Laura Blackburn, SherryLynn Boyles, Betsy Brown, Max Cupp, Liz Denson, Margaret Dolan, Mike Edmonds, Michael Gaal, Dirk Hobbs, Lauren Hug, Sally Hybl, Catania Jones, Judy Mackey, Deb Mahan, Tracy Marques, Becky Medved, Lindsay Pack Moll, Elizabeth Quevedo, Michelle Talarico, Barb Winter, and Joe Wyka.

JOINTINITIATIVES.ORG/FFI

SPONSORSHIP LEVELS

Becoming a **FAMILY FRIENDLY INITIATIVE SPONSOR TODAY** to invest in our children, our families, and our economic outlook – plus reaps substantial ROI as an employer!



**Exclusive
Presenting
Sponsor
\$25,000**

LIMIT 1

- Guaranteed seat on the Initiative Steering Committee
- Headline logo recognition on all campaign digital and printed material including public service announcements, press releases, videos, print advertising, flyers
- High-visibility placement at campaign press announcement on backdrop and signage
- Exclusive opportunity to speak at the public awareness campaign launch
- Display banners with link to your site on the Initiative's website
- Dedicated sponsor button on the mobile-friendly site
- Monthly social media posts on Facebook, Instagram, and X (formerly Twitter) recognizing your support
- Opportunity to speak at the spring All-Teams meeting
- Premium recognition at all 2026 FFI quarterly meetings and events



**Childcare
Champion
Sponsor
\$10,000**

LIMIT 3

- Prominent recognition on campaign digital and printed material including public service announcements, videos, print advertising and flyers
- Display banners with link to your company site on the Campaign website
- Dedicated sponsor button on the mobile-friendly site
- Monthly social media posts on Facebook, Instagram, and X recognizing your support
- Prominent logo recognition at all 2026 FFI quarterly meetings and events



**Preschool
Pal
Sponsor
\$2,500**

LIMIT 5

- Logo recognition on campaign digital and printed material including public service announcements, videos, Gazette ads, website, launch event signage)
- Logo recognition with link to your site on the campaign's website
- Social media post on Facebook, Instagram, and X recognizing your support
- Logo recognition at all 2026 FFI quarterly meetings



**Family
Friend
Sponsor
\$1,000**

Unlimited

- Logo recognition on various campaign material including Gazette ads, flyers, and website.
- Logo recognition with link to your site on the campaign's website
- Logo recognition at all 2026 FFI quarterly meetings

> CONTACT US

TAKE FULL ADVANTAGE OF BENEFITS + LEARN MORE

Contact: SherryLynn Boyles | sboyles@jointinitiatives.org