



# darearts

**KIDS IGNITING CHANGE**

**SUPPORT OPPORTUNITIES**

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# Why DAREarts?

## Because Every Child Deserves a Chance

We are teachers, donors, artists and kids. We are the communities we live and work in. We are DAREarts. We work in challenged communities, from inner city to First Nations, we empower those that are most in need to rise above their environment and build their personal strengths to become leaders in their schools and communities.

DAREarts provides out-of-school programs to children and youth aged 9 to 19, from bullies to bullied. In 2016 alone, DAREarts reached 10,652 kids across Canada to express themselves with creativity, to discover their confidence and courage to become leaders for wherever life takes them.

When you invest in DAREarts, you directly help kids to build a stronger, safer and more resilient future. When you invest in DAREarts, you inspire hope and ignite change.

When you invest in DAREarts, you will fund growth, sustainability and life changing programs through planned new infrastructure and resources to help reach many more kids as we enter our third decade.

### Invest in a kid.... Ignite the change!

## Be part of a community of hope for new leaders

Levels of Support	Amounts	Community Supporters Provide:	Community Supporters Achieve: <sup>1</sup>
Foundational	\$250,000+	DAREarts Co-branded and Named Partner	
Lead	\$100,000 - \$250,000	Infrastructure development for future growth - Impacting 10,000 kids	
Platinum \$50,000 - \$99,999	\$50,000	One Leadership Teacher for a year	200 impacting 6,000 kids
Gold \$25,000 - \$49,999	\$40,000	DAREarts national outreach programs in two communities / First Nations	100 impacting 3,000 kids
	\$30,000	One class of young leadership hopefuls for one term	30 impacting 1,000
	\$25,000	Employs 50 artists-as-teachers	25 impacting 750 kids
Silver \$10,000 - \$24,999	\$20,000	DAREarts national outreach program in one community	20 impacting 600 kids
	\$15,000	One Leadership Teaching Assistant for one term	15 impacting 450 kids
	\$10,000	Support 1 grad to provide digital outreach for 1 year	Grow our storytelling presence by 40% to grow investments
Bronze \$5,000 - \$9,999	\$5,000	Empowers five kids to become leaders	5 impacting 150 kids
Future Leader \$1,000 - \$4,999	\$1,000	Empowers one kid to become a leader	1 impacting 30 kids

<sup>1</sup> Teach One – Lead Thirty approach: each DAREarts student peer leads their home class of 30

## Supporter CRM Benefits

### DAREarts Website Relaunch

DAREarts will be relaunching its brand creative and website in early 2017. Corporate sponsors will receive prominent recognition on the website, in both a sponsorship category and where their sponsored programs are covered in detail. Our Foundational and Lead sponsors will receive top billing and will be featured on every page throughout the site with a logo in the top banner, linking to a dedicated page to detail their sponsorship, company information, and a brief history of why they support DAREarts.

### Press Release Announcing Title Sponsors

Upon fulfillment of its sponsorship requirements and completion of its website relaunch, DAREarts will issue a press release announcing Foundational and Lead sponsors. This will indicate all the strengths of the program and the urgent nature of its activities, positioning sponsors as champions for youth.

### Full National Media Relations Campaign

In 2017, DAREarts will embark upon a media relations campaign that will generate a great deal of awareness within the national media. The program's success stories and case studies involving kids and communities will be highlighted and will create a great sense of empathy and understanding for DAREarts. We will mobilize the media to create top of mind awareness of the program and the generosity of its sponsors.

### National Speakers Series

DAREarts will launch a national speakers' series, featuring prominent DAREarts alumni. The series will showcase the success of DAREarts programs and their positive impact on the lives of its participants. Sponsors will receive prominent placement in all materials and communications related to the speakers' series.

### Public Service Announcements & Digital Campaign

DAREarts will launch a series of PSAs across media and digital channels such as Facebook, Twitter, Instagram and YouTube. These will be tightly integrated with sponsorship, going beyond simply naming supporters to incorporate sponsors into the DAREarts narrative, illustrating how they have played a part in bringing the program's goals to life. Special executions of these PSAs will be shared amongst key sponsors with personalized messaging; Lead and Foundational sponsors will receive entirely original executions of DAREarts PSAs that will not only go across all public channels but can be shared on sponsors' own media channels.

### Full Keyword and SEO Optimization

With the launch of the new DAREarts website, we will initiate a full keyword and SEO optimization strategy. This will include optimization for global rank tracking, search visibility score, geo-targeted ranking and platform tracking. Additionally, this will take advantage of Google AdWords Grants for nonprofits, valued at up to \$150,000.

### Quarterly Email

DAREarts produces a quarterly email update that is sent to alumni, supporters and donors. These will heavily feature attribution and branding of corporate sponsors.