



G.R.E.A.T. LITTLE MINDS

Sponsorship Opportunities

WHAT IS G.R.E.A.T. LITTLE MINDS?

G.R.E.A.T. Little Minds is a public art and public awareness campaign designed to inspire the love of reading, provide access to early learning children's books in areas where books are scarce, and encourage appreciation for public art in Gwinnett County.



WHAT IS THE VISION FOR G.R.E.A.T. LITTLE MINDS?

The vision for G.R.E.A.T. Little Minds is to have 150 free book exchanges painted, adorned and magically transformed into works of art by local artists, sponsored by businesses and individuals, and benefiting children and families by providing free access to early learning books in communities that need them most.

WHY IS G.R.E.A.T. LITTLE MINDS NEEDED IN GWINNETT COUNTY?

Only 48% of students entering Gwinnett County Public Schools (GCPS) are ready for kindergarten curriculum. In fact, 44 of 80 GCPS elementary schools have over 50% of their students arriving who have not yet mastered PRE-K standards. Many of these young children are arriving to kindergarten as much as 18 months to 2 years developmentally and academically behind. Once behind, without costly interventions, kindergartners fall further and further behind their grade-level peers making it nearly impossible to catch up by third grade. Children who do not read proficiently by the end of third grade are four to six times more likely to leave school without a diploma.

Research shows that early language exposure sets the foundation for cognitive ability, literacy, and school readiness, and it is the strongest predictor of third-grade reading proficiency. **The most successful way to improve the reading achievement of children is to increase their access to books.** Yet, a significant number of Gwinnett County children are growing up in homes without books.



WHERE WILL G.R.E.A.T. LITTLE MINDS BOOK EXCHANGES BE AVAILABLE FOR PUBLIC USE?

Once the G.R.E.A.T. Little Minds exhibition occurs in early February, installation of the book exchanges will immediately begin. We anticipate a majority of book exchanges available for public use by March 30, 2020.

For information or to learn how you, your company, school or organization can be involved, please contact Lecia Young at lecia@gwinnettcoalition.org or (770) 995-3339, ext. 205.

G.R.E.A.T. Little Minds is a program of the Gwinnett Coalition for Health & Human Services

750 S. Perry Street, Suite 312 · Lawrenceville, GA 30046 · 770-995-3339 · gwinnettcoalition.org

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Sponsorship Levels & Marketing and Recognition Benefits

The matrix below represents the marketing and recognition benefits associated with each sponsorship.

SPONSORSHIP BENEFITS	CIVIC LEGEND \$10,000	CHANGE MAKER \$5,000	COMMUNITY BUILDER \$3,500	GROUND BREAKER \$2,500	LITERACY CHAMPION \$1,000	BOOK EXCHANGE \$500
Top-Tier Logo Placement on event promotional materials	✓	✓				
Logo/Name featured in promotional materials (posters, invitations, brochures)	LOGO	LOGO	NAME	NAME	NAME	
Logo/Name featured in select print and online advertising and social media	LOGO	LOGO	LOGO	LOGO	NAME	
Unique press release about sponsorship/partnership with the Gwinnett Coalition	✓	✓				
Inclusion in all press releases, media advisories, and calendar listings	✓					
Recognition at Exhibition Program	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Partner Spotlight article in e-newsletter and distributed to 10,000 plus constituents	✓	✓	✓			
Logo/Name featured on book exchange plaque(s)	LOGO On all exchanges	NAME On 10 exchanges	NAME On 7 exchanges	NAME On 5 exchanges	NAME On 2 exchanges	NAME On 1 exchange
Year-round logo placement w/ hyperlink on the Gwinnett Coalition's website	✓	✓	✓	✓	✓	✓



G.R.E.A.T. LITTLE MINDS SPONSORSHIP FORM

_____ **YES**, we would like to become a sponsor of G.R.E.A.T. Little Minds at the following sponsorship level:

- | | |
|--|--|
| <input type="checkbox"/> CIVIC LEGEND - \$10,000* | <input type="checkbox"/> GROUND BREAKER - \$2,500* |
| <input type="checkbox"/> CHANGE MAKER - \$5,000* | <input type="checkbox"/> LITERACY CHAMPION- \$1,000 |
| <input type="checkbox"/> COMMUNITY BUILDER - \$3,500* | <input type="checkbox"/> BOOK EXCHANGE - \$500 |
| <input type="checkbox"/> OTHER AMOUNT: _____ | |

* Denotes Year-Round Sponsorship Benefits

G.R.E.A.T. LITTLE MINDS SPONSORSHIP FORM

Organization/Business Name: _____

Contact Name: _____

Mailing Street Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____

Organization/Business Website: _____

PAYMENT METHOD

Check Enclosed Bill/Invoice Me Credit Card (Please select credit card type) Visa MC AMEX

Credit Card # _____ Exp. Date: _____ V-Code: _____

Name on Card: _____ Signature: _____

Corporate Name (if applicable): _____

Billing Address (if different from above): _____

City: _____ State: _____ Zip Code: _____

ENGAGEMENT OPPORTUNITIES (Please mark all that apply)

_____ **YES**, we would like to host a book drive to help collect new or gently used children's books appropriate for young children ages 0-8.

_____ **YES**, we would like to engage our employees and associates in stewardship of one or more of the book exchanges.

PLEASE EMAIL OR MAIL THIS FORM TO:

Gwinnett Coalition for Health & Human Services
c/o Lecia Young, G.R.E.A.T. Little Minds Program Coordinator
750 S. Perry Street, Suite 312, Lawrenceville, GA 30046
lecia@gwinnettcoalition.org
(770) 995-3339, ext. 205

ABOUT THE GWINNETT COALITION FOR HEALTH & HUMAN SERVICES

A burst of population growth in the 1980's significantly influenced the health and human service provider community in Gwinnett County. As a result, a need to promote collaboration between major public and private health and human service providers to prevent duplication of services and to advocate for the best use of scarce resources was identified. Thus, the Gwinnett Coalition for Health and Human Services (Gwinnett Coalition), a 501(c)(3) nonprofit, was established in 1990 to meet this critical need.



Since its inception, the Gwinnett Coalition has served as a public/private partnership of health and human service providers and organizations, state and county government agencies, members of the business community and concerned citizens. On September 16, 1997, the Board of Commissioners of Gwinnett County designated the Gwinnett Coalition as the “Community Partnership” responsible for comprehensive planning services for children and families.

Much of the Gwinnett Coalition's success is a result of thoughtful leadership of our nonprofit agencies, government and business entities, and civic-engaged citizens that collaborate to identify critical community needs and resources, set priorities, plan solutions, and educate and motivate the community into action.

The Gwinnett Coalition continues to engage a record number of volunteers involved among our many committees focusing on current community challenges, including Early Learning, Food Insufficiency, Homelessness, Child Abuse and Child Sexual Assault, Prescription Drugs and Opioid Abuse, Mental Health and Suicide Prevention, Tobacco and Alcohol Abuse, Senior Services, Veterans, and the developmentally disabled.

OUR MISSION & CORE VALUES

The Gwinnett Coalition's mission is to drive positive community impact.

In pursuing its mission, the Coalition values:

- Getting input from the community
- A focus on prevention and intervention
- A focus on people as well as agencies
- Providing opportunities for leadership and engagement at every level
- Measuring outcomes and impact
- Sharing information and data, and working together to achieve community level change
- Acknowledging the vital importance of lifelong learning
- Utilizing resources efficiently and collaboratively