

36th ANNUAL



Benefiting Children's Center for the Visually Impaired

SPONSORSHIP OPPORTUNITIES

SUNDAY
APRIL 28
2024

TROLLEYRUN.ORG

WHAT YOUR SPONSORSHIP PROVIDES



“TO HAVE CCVI IN THE NEIGHBORHOOD IS PHENOMENAL. YOU DON’T HAVE RESOURCES LIKE THIS EVERYWHERE, BUT WE’RE FORTUNATE TO HAVE CCVI IN OUR BACK POCKET, THANKS TO YOU.”

As one of only five schools in the country that serves children birth to 21 who are blind or visually impaired, our presence in Kansas City makes a difference. After a diagnosis, caregivers are often told what their child will not be able to do, while CCVI shows them what their child can do.

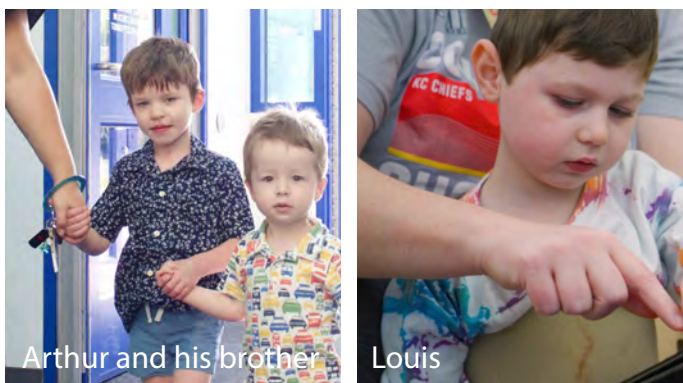
Preschool students like Vera require experts in the field of vision and education to prepare them for the sighted world. Once Bella began attending preschool at CCVI, her learning began to cumulate and progress.

Since 1952, CCVI has provided a comprehensive program to students including specialized instruction, individualized therapy, and family education while fostering community awareness.

Your sponsorship provides blind and visually impaired children the opportunity to reach their highest potential in the sighted world— your sponsorship dollars go directly to CCVI programming and classrooms.

“With CCVI it doesn’t feel like Louis gets lost in the crowd. They really do care. They love our Louis and that makes us happy knowing we can send him here to school and know he’s cared for,” said Garrett, Louis’ dad.

To hear more about Vera and Lou’s story, visit [bit.ly/trolley24!](https://bit.ly/trolley24)



CCVI
Children’s Center for
the Visually Impaired

OUR MISSION is to prepare children who are blind or visually impaired, including those with multiple disabilities to reach their highest potential in the sighted world.

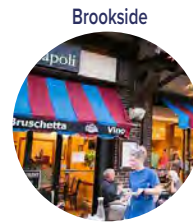
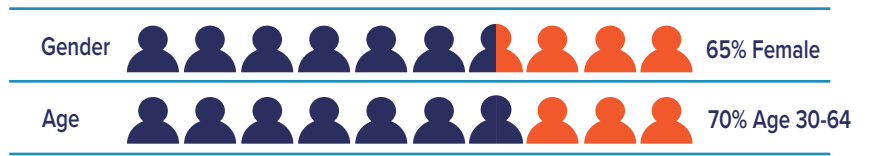
OUR VISION is by 2027, all children with visual impairments from birth to age 21 in Missouri and Kansas will receive high quality, vision-related education services.

WHO OUR SPONSORS REACH

2021 METRICS AND BRAND VISIBILITY



PARTICIPANT DEMOGRAPHICS



REPUTABLE

“Wonderfully well run. Great volunteers. Great course. This is a wonderful race for a fantastic cause!”

-CCVI Trolley Run Participant

Over
\$300,000

Raised in 2023 by over

3,700

Runners



60%

Email Open Rate



18,000

Email Mailing List



6.6%

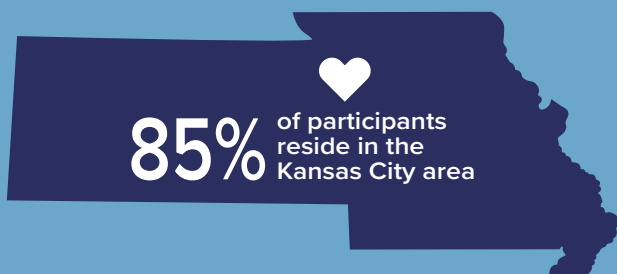
Social Engagement Rate



5,000

Social Followers

LOCAL



COMMUNITY

“It always feels nice to be a part of such a great cause.”

-CCVI Trolley Run Participant

TROLLEY RUN SPONSORSHIP BENEFITS

PREMIER \$10,000 MAJOR \$7,500 PLATINUM \$5,000 GOLD \$3,000 SILVER \$1,000

	PREMIER \$10,000	MAJOR \$7,500	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,000
Exclusive opportunity to sponsor one of the following:	●				
Volunteers + Pacers Volunteers sponsored by (company name) on all communication; exclusive logo on back of 250+ volunteer shirts					
Packet Pick Up Packet Pickup sponsored by (company name) on all communication, signage and booth space at Packet Pick Up					
Aid Stations Aid Stations sponsored by (company name) with exclusive event signage.					
Dedicated sponsor message in one scheduled e-mail to event participants	●	●			
Inclusion at start and finish lines announcements	●	●			
Exclusive social media recognition	●	●	●		
Logo inclusion at start and finish lines	●	●	●		
Logo inclusion with sponsorship level on all email marketing	●	●	●		
Booth at After Bash, our signature Finish Line Festival	●	●	●		
Opportunity to include branded collateral or product in participant bag (provided by sponsor)	●	●	●	●	
Option for Team packets delivered to Team Coordinator week of event	●	●	●	●	
Exclusive logo signage along race route	●	●	●	●	
Listed on all shirts (Logo included for platinum+)	●	●	●	●	
Opportunity to include offer in Electronic Race Bag email to all participants week of event	●	●	●	●	●
Inclusion in Corporate Competitions	●	●	●	●	●
Inclusion in post-event thank you	●	●	●	●	●
Logo and link with sponsor level designation on event website	●	●	●	●	●
Complimentary event registrations (live or virtual)	30	25	20	15	10

Please contact Alyssa Bird, Development Coordinator, for more information.

TROLLEY RUN SPONSORSHIP AGREEMENT

Company/Organization Name (as you would like it to be listed)

Street/City/State/Zip Code

Contact Name

Contact Phone

Contact Email

Coordinator Name (if different than above)

Coordinator Phone

Coordinator Email

**YES! I would like to sponsor the
2024 Trolley Run at the following level:**

PREMIER **\$10,000**

Select One Sponsorship of Volunteers
 Sponsorship of Packet Pick Up
 Sponsorship of Aid Stations

MAJOR **\$7,500**

PLATINUM **\$5,000**

GOLD **\$3,000**

SILVER **\$1,000**

We will not have a team this year. Please make our donation 100% tax deductible.

We are not able to sponsor the 2024 Trolley Run but wish to make a donation of \$ _____ to support CCVI.

***We would like to add the After Bash Package for \$250 to host a booth at the finish line.**

Payment Information

Check (payable to CCVI) Credit/Debit Card

Pay Online at trolleyrun.org

Name on Card

Billing Address (if different from above)

Card Number

Exp Date

SIC 3-digit

Will you be submitting a logo

Yes, I will email my logo to cuptegrove@ccvi.org.

Please use my logo from last year.

Vector files (eps, pdf, ai) are best, but large-format files (jpg, png, gif) are acceptable.

_____ I understand if the event is virtual, rescheduled, postponed, or canceled due to COVID-19, weather conditions, or circumstances beyond the control of both parties (acts of God, war, government regulations, and plague), the sponsorship/partnership benefits associated with our level will be honored to the best of CCVI's ability in consultation with the Sponsor.

For maximum sponsorship benefits, complete and return this form by March 8, 2024.

Email: abird@ccvi.org

**Mail: CCVI Trolley Run
Attn: Alyssa Bird
3101 Main Street
Kansas City, MO 64111**

Online: www.trolleyrun.org

Phone: 816-841-2284