



CHILDREN'S THERAPY CENTER

3RD ANNUAL MOVE-A-THON

SEPTEMBER 18-24, 2023

Join as a sponsoring partner, as we raise funds to support vital services for children with special needs.

Be part of **Children's Therapy Center's 3rd Annual Move-A-Thon** event that brings together hundreds of families, children and community members for a memorable week of moving together to support kids and families—virtually and in-person!

Each year, CTC serves more than 3,000 children with special needs ages birth to 18 through physical, occupational and speech therapy; Early Supports for Infants and Toddlers (ESIT) services; parent support and cultural navigation services. This includes the annual provision of \$2M in uncompensated care. We are committed to ensuring all children referred for our services receive the support they need regardless of income. **That's where you come in.**

Your sponsorship sends a clear message of care and investment in families and communities in South King and Pierce counties by supporting uncompensated therapy services, special education and family support services for children with special needs.

LAST YEAR, MORE THAN 180 MOVE-A-THON PARTICIPANTS

INCLUDING FAMILIES, PARTNERS & BUSINESSES



Alaska AIRLINES



HELPED RAISE \$70,000!



EVENT SPONSORSHIP BENEFITS

Join CTC's growing list of 2023 event partners to make an even bigger impact in community this year! In-person event highlights on **September 23, 2023 at Fort Steilacoom Park** will include local musicians, performances, food trucks, and family-friendly and accessible games and activities. We'll celebrate where each child is today and work toward who they can become!

Sponsorship of CTC's Move-A-Thon offers personalized recognition of our partnership through digital signage at our 4 locations in Pierce and King counties, linked logo presence on our website and in event emails, in CTC social media, onsite signage, and opportunities for onsite presence at Fort Steilacoom and branded giveaways for families. Contact Director of Community Engagement, Alli Auldridge at alli.auldridge@ctckids.org to learn about benefits associated with each giving tier.

EVENT SPONSORSHIP LEVELS

PRESENTING SPONSOR: \$25,000

MOVEMENT LEADERS: \$10,000

SUPER HEROES: \$5,000

CARE GIVERS: \$1,000

ROCK STARS: CTC appreciates the meaningful support of business partners contributing at all levels, contact us with your interest in partnering!

WHO WE SERVE

CTC serves more than 3,000 families in Washington's South King and Pierce Counties each year. We work primarily alongside and support families in historically marginalized communities who may not otherwise have access to linguistically and culturally appropriate services. Of the 8,818 children served in our birth-to-18 program last fiscal year, 67% were on Medicaid/Apple Health and 58% identify as BIPOC and/or multiracial.

WHO WE REACH

Our communications reach a diverse community across Washington and beyond. During special CTC events and campaigns, social media engagement jumps! During last year's Move-A-Thon, engagement jumped 92% from the previous month in response to movement motivators, P2P fundraising content and event updates that drew in new and existing followers.

AUDIENCE HIGHLIGHTS

PRIMARY AGE: 25-44

AUDIENCE LOCATIONS: 67% Western Washington, 33% Other regions

SOCIAL MEDIA CHANNEL FOLLOWERS: 4,700

NUMBER OF PEOPLE ENGAGED THROUGH PRINT & DIGITAL COMMS: 20,000



TO DISCUSS SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT OUR DIRECTOR OF COMMUNITY ENGAGEMENT:

Alli Auldridge at alli.auldridge@ctckids.org Learn more at moveathon.ctckids.org