



sweetheart dance

Benefiting Variety – the Children’s Charity

**What:** The fourth annual **Mommy & Me: Sweetheart Dance** is a Valentine’s fundraising event created exclusively for central Iowa mothers and their children to support **Variety - the Children's Charity of Iowa**. This unique experience for moms and their kids will provide an opportunity to celebrate Valentines and create unforgettable memories.

**When:** Saturday, February 11, 2017

**Dance #1:** 1:30 p.m. to 4:00 p.m.

**Dance #2:** 6:00 p.m. to 8:30 p.m.

**Location:** Holiday Inn Downtown  
1050 6<sup>th</sup> Ave., Des Moines, IA 50314

**Why:** Proceeds and sponsorships from this event support Variety- the Children’s Charity of Iowa to continue their mission of improving the lives of underprivileged, at-risk and special needs children throughout Iowa.

**Attendance:** Historically, this event sell outs out in early January and hosts approximately 150 central Iowa moms and 200 children. **This year two dances will each accommodate up to 300 total people for a grand total of 600 total people attending both dances should they sell out.**



\*Photo credit – Des Moines Register, <http://www.desmoinesregister.com/picture-gallery/news/local/2015/02/08/22-photos-mommy--me-sweetheart-dance/23091119/?from=global&sessionKey=&autologin=>



sweetheart dance

Benefiting Variety – the Children’s Charity

## **Sponsorship Opportunities**

### **Presenting “Diamond” Sponsor**

**\$7,500 minimum donation**

- Your company will appear as “[...] presents the Mommy & Me: Sweetheart Dance” on all correspondence, publicity, communications and signage.
- Opportunity to staff a table and display company information at the dance.
- Option to contribute a giveaway item in event gift bags
- 6 event tickets (mom+child per ticket)

### **Supporting “Rose” Sponsor**

**\$1,500 minimum donation**

- Logo included on marketing materials
- Promoted on the event’s Facebook page
- Logo included on on-site signage the night of the event
- Option to contribute a giveaway item in event gift bags
- 1 event ticket (mom+child per ticket)

Variety Iowa is a 501(c)(3) and any goods or services donated will be acknowledged with a letter to the donor.



\*Photo credit – Des Moines Register, <http://www.desmoinesregister.com/picture-gallery/news/local/2015/02/08/22-photos-mommy--me-sweetheart-dance/23091119/?from=global&sessionKey=&autologin=>



sweetheart dance

Benefiting Variety – the Children’s Charity

## In 2015 Variety Granted \$2.5 Million to 91 Charities

Achieving Maximum Potential	Des Moines Community Playhouse	Mentor Iowa
Amanda the Panda	Des Moines Pastoral Counseling Center	Mercy Medical Center – Des Moines
American Home Finding	Early Access Program	Mercy Medical Center – Cedar Rapids
Anawim Housing	Easter Seals Iowa	Oakridge Neighborhood Services
Arc of East Central Iowa	Eastern Iowa Arts Academy	Pay It Forward
Area Substance Abuse Council	Eyerly Ball Community Mental Health Center	Primary Health Care
Best Buddies	Faith Hope & Charity	Project HELP of Marion County
Bethany for Children & Families	Families Inc.	Reach Out and Read
Bidwell Riverside	Family & Children’s Council of Black Hawk County	Riverview Center
Blank Children’s Hospital	Family Promise of Greater Des Moines	Robert D & Billie Ray Center
Blank Park Zoo	Finley Hospital	Safe Kids Linn County
Boy Scouts of America – Illowa Council	Food Bank of Iowa	Seasons Center for Behavioral Health
Boy Scouts of America – Mid-Iowa Council	Foundation 2	Shoes That Fit
Boys & Girls Clubs of Cedar Rapids	Four Mounds HEART Program	Southwest Iowa Families
Boys & Girls Clubs of Central Iowa	Freedom for Youth	Special Olympics Iowa
Broadlawn Medical Center	Friends of Des Moines Parks	St. Lukes Hospital
Camp Fire Heart of Iowa	GiGi’s Playhouse	St. Mark Youth Enrichment
Camp Hertko Hollow	Handicare	Tanager Place
Catholic Charities	Hills & Dales Child Development Center	The Homestead
Child Abuse Prevention Services	Hispanic Educational Resources	U of I Center for Disabilities
Children & Families of Iowa	Hope Haven	Visiting Nurse Services of Iowa
Children & Family Urban Movement	Hope Ministries	Variety Compassion Fund
Children’s Cancer Connection	House of Mercy	Variety Kids on the Go Program
Children’s Square USA	I Have a Dream	Variety Mobility Program
ChildServe	Iowa Homeless Youth	Variety Trolley Program
Clearview Recovery	Iowa Lutheran Hospital	YMCA of Greater Des Moines -- Downtown
Courage League Sports	IOWAREADS	Young House Family Services
Covenant Medical Center	Iowa Sports Foundation	Young Women’s Resource Center
Crittenton Center	Jane Boyd Community House	Youth & Shelter Services
CROSS Ministries	Junior Achievement of Central Iowa	Youth Emergency Services & Shelter
Dallas County Hospital	Link Associates	Youth Homes of MidAmerica
Des Moines Art Center	Mary Greeley Medical Center	YWCA of the Quad Cities



sweetheart dance

Benefiting Variety – the Children's Charity

## Commitment Sheet

Presented by: \_\_\_\_\_

Investment Amount: \$ \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Accepted by: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_