



St. Joe's Picnic For the Kids 2023

Friday, August 11 & Saturday, August 12

Join us to celebrate 174 years of St. Joe's Picnic for the Kids, supporting our mission of giving children a home. This year brings the return of the chicken dinner!

With over 50,000 attendees each year, St. Joe's Picnic is an exciting event that includes live music, food, drinks, games, prizes, raffles, and tons of family fun.

We need great sponsors and community partners to make Picnic For the Kids possible! Sponsorship is a perfect opportunity to promote your brand while supporting our cause. Customized sponsor packages may be available.

Contact us today to discuss options and secure your sponsorship!

Suzy Hillebrand, Chief Advancement Officer (c) 502-291-0962 suzyh@sjkids.org

Carrie Fanelli, Director of Development (c) 502-235-2003 carrief@sjkids.org

St. Joe's Picnic for the Kids

2022 Audience Reach & Engagement

Picnic Sponsorships provide great visibility for your organization, while supporting St. Joe's mission of giving children a home.

In addition to being in front of Picnic guests and other friends of St. Joe's, we also work with numerous media partners each year.



LIVE MEDIA

Over 100 Picnic stories aired on tv & radio reaching more than 1.3 million people

PICNIC MEDIA AUDIENCE BASED ON NEILSEN REPORT FOR TV & RADIO

1,318,618

PICNIC NEWS COVERAGE PUBLICITY VALUE

\$103,360

SOCIAL MEDIA

Over 100 Picnic posts on St. Joe's social media pages with 8,000+ followers

REACH OF ST. JOE'S SOCIAL MEDIA PICNIC POSTS

108,845

ENGAGEMENT ON ST. JOE'S SOCIAL MEDIA PICNIC POSTS

7,750

EMAIL

Recognition on website & within multiple St. Joe's emails with 5,500+ subscribers

TOTAL PROMOTIONAL PICNIC EMAILS SENT

11,366

OPEN RATE FOR PICNIC PROMOTIONAL EMAILS

49.7%

PRINT

Visibility on Picnic materials including banners displayed year-round to thousands

TOTAL 2022 PICNIC ATTENDANCE

50,000+

TOTAL PICNIC 2022 PUBLICITY AND EVENT AUDIENCE REACH

1,488,829

St. Joe's Picnic for the Kids

WHAT SPONSORSHIP MAKES POSSIBLE

Sponsorships support our mission of giving children a home. Funds raised through Picnic help sustain St. Joe's programs throughout the year. Below is a snapshot of our programs and some impact highlights from our 2021 Annual Report.

ST. JOSEPH CHILDREN'S HOME 2021 IMPACT REPORT HIGHLIGHTS

St. Joe's Residential Treatment Program cares for children who have been removed from their homes due to abuse and neglect. St. Joe's provides a therapeutic home and school environment for residents and it is not uncommon for a child to say, "For the first time, I feel safe."

89

CHILDREN SERVED
IN RESIDENTIAL
TREATMENT
PROGRAM

78%

OF CHILDREN
TRANSITIONED OUT
OF RESIDENTIAL
TREATMENT TO
A FAMILY

41

OUT OF 120 KY
COUNTIES REFERRED
CHILDREN TO
RESIDENTIAL
PROGRAM

119,672

TOTAL # OF MEALS
SERVED TO ST. JOE'S KIDS
PREPARED ON CAMPUS
BY OUR CHEF

St. Joe's Therapeutic Foster Care and Adoption Program serves children from infancy to 21 years old who are currently placed in Kentucky's foster care system. Our team recruits, trains, and provides 24/7 support to foster care families with the goal of finding forever families for our kids.

88

TOTAL #
CHILDREN
SERVED IN
FOSTER CARE
PROGRAM

18%

OF ST. JOE'S
FOSTER CARE
CHILDREN WERE
MEDICALLY
COMPLEX

17

CHILDREN
FOUND THEIR
FOREVER
FAMILY AND
WERE ADOPTED

174

CHILDREN LEARNED
AND GREW THROUGH
ST. JOE'S CHILD
DEVELOPMENT
CENTER

Our Child Development Center is a licensed program serving ages 6 weeks to 5 years old. This program focuses on compassion, confidence, learning, and kindergarten readiness. It also helps support and sustain our mission.

We expect similar impact numbers for 2022, thanks to the generous organizations and individuals who support our mission!



St. Joe's Picnic for the Kids

2023 Sponsorship Opportunities

All sponsors will be recognized in various ways for supporting our mission, including a listing in our Annual Impact Report. Picnic Sponsors will also be listed on St. Joe's webpage for one year. Each year, we work with numerous media partners to promote this event and highlight our sponsors. We also promote through social media, email, print, and mail.



\$40,000 – Presenting Sponsor

- Special recognition & engagement opportunities during the event and throughout the year
- Recognition as Presenting Sponsor in all press releases, media, print, and digital platforms
- Priority spot for joint media interviews with a St. Joe's representative, pending availability



\$20,000 – Premier Sponsor

- All benefits below, plus additional media recognition
- Recognition as Premier Sponsor through media, print, and digital platforms
- Opportunity for joint media interviews with a St. Joe's representative, pending availability
- Additional naming opportunities, as available



\$15,000 – Ambassador Sponsor

- All benefits below, plus additional media recognition
- Option of dedicated promotional space
- Exclusive naming opportunities such as Stage Sponsor, Kids Zone Sponsor, Parking Sponsor, etc.

\$10,000 – Partner Sponsor

- All benefits below, plus additional media recognition
- Additional branding visibility or presence
- Sponsor table(s) for 16 people for either day or one table for 8 people for both Friday and Saturday
- Sponsor logo on commemorative Picnic t-shirts



\$5,000 – Booth Sponsor

- Recognition on digital & social media platforms
- Sponsor name on commemorative Picnic t-shirts
- Sponsor Logo on Picnic signage and website
- Sponsor table for 8 people for either Friday or Saturday

Other Picnic Supporter opportunities may be available for organizations who would like to be involved at a different level than those listed. Limited sponsor benefits and naming rights will be secured on a first-to-sign basis. Deadline for inclusion on t-shirts is June 15, 2023.

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