



HEART OF  
INCLUSION

Gala

HELPING EVERY KID  
BE ACTIVE, BE SOCIAL,  
AND BELONG

Overland Park Convention Center

*Saturday, April 20, 2024*

Celebrating 90 Years of Variety KC





## Accomplishments

Since we began tracking our grants, 10 years ago, Variety KC has surpassed over 1,000 mobility and communication gifts awarded to our Variety Kids. In addition, Variety KC has completed over five dozen community projects in the Kansas City metro. In just this past year, Variety KC has awarded 121 gifts, 81 mobility grants and 40 in communication grants, as well as donated over 2,500 sensory bags to all 500+ schools in the Kansas City metro. Also in the past year, Variety KC launched their 2nd book in their inclusive book series, had Variety KC athletes walk the red carpet at the NFL Draft, opened up their 12th playground, partnered with the KC Current for an all inclusive soccer clinic, donated over \$50k in adaptive equipment to 3 school districts, and so much more!

## Our Ask

Variety KC, the Children's Charity, provides children with developmental disabilities adaptive equipment and opportunities for fun, activity and inclusion. Funds raised will go directly to fulfilling requests from families in need including wheelchairs, adaptive bicycles, prosthetic limbs, communication devices, therapy, and more!



# Sponsorship Levels



## DIAMOND SPONSOR: \$60K

- Yearlong community partner with Variety KC for all 2024 events
- Premier table seating for twenty (20) guests at the Variety Gala
- Named as Diamond Sponsor on all related media (TV, Radio, Digital & Social) and printed materials
- Full-page inside cover advertisement in program
- Stage recognition during the Variety Gala
- Verbal mention at the Variety Gala as yearlong partner
- Social Media Promotion - Diamond Sponsor would be mentioned once a month as a year-round partner on Facebook, Twitter, and/or Instagram
- Additional name and logo placement opportunities in program, on website and at event
- Prominent sponsor placement on Variety website with link back to sponsor site
- Two (2) special Variety Kids gift presentation at your business
- Opportunity to display or hand out corporation information or gifts to each guest



## PLATINUM SPONSOR: \$25K

- Premier seating for ten (10) guests at the Variety Gala.
- Named as Platinum Sponsor on all related media (TV, Radio, Digital & Social) and printed materials
- Full-page advertisement in program and logo placement online and throughout event
- Verbal mentions as Platinum Sponsor night of the event
- Sponsor Logo to be displayed on-site during event
- Social Media Promotion - Platinum Sponsor would be mentioned approximately six (6) times per year as a sponsor on Facebook, Twitter and/or Instagram
- Prominent sponsor placement on Variety website with link back to sponsor site
- Two (2) special Variety Kids gift presentation at your business
- Opportunity to display or hand out corporation information or gifts to each guest



## GOLD SPONSOR: \$15K

- Premier seating for ten (10) guests at the Variety Gala.
- Named as Gold Sponsor on all related media (TV, Radio, Digital & Social) and printed materials
- Half-page advertisement in program and logo placement online and throughout event
- Prominent sponsor placement on Variety website with link back to sponsor site
- Social media Promotion - Gold Sponsor would be promoted four (4) times during the year on Facebook, Twitter and/or Instagram
- One (1) special Variety Kids gift presentation at your business
- Opportunity to display or hand out corporation information or gifts to each guest

## SILVER SPONSOR: \$10K

- Premier seating for ten (10) guests.
- Named as Silver Sponsor on all related media (TV, Radio, Digital & Social) and printed materials
- Logo listed in program as well as placement online and throughout event
- Prominent sponsor placement on Variety website with link back to sponsor site
- Social media Promotion - Silver Sponsor would be promoted one (1) time during the year on Facebook, Twitter or Instagram

## BRONZE SPONSOR: \$5K

- Preferred Seating for ten (10) guests.
- Named as Bronze Sponsor on all printed materials
- Logo listed in program as well as placement online and throughout event
- Logo on Variety website with link back to sponsor site
- Social media Promotion - Bronze Sponsor would be promoted one (1) time during the year on Facebook, Twitter or Instagram







# Event details

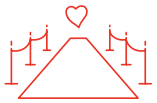
Dress Code: Business/Cocktail Attire Requested



## Spectacular Live & Silent Auctions



## Delectable Food & Wine



## Red Heart Carpet



## Immersive, Inclusive Experiences

### THE RISING COST OF DISABILITY

#### \$1,000 – \$10,000

Communication device with apps to help a child speak and interact

#### \$4,500

Adaptive bike cost, doesn't every child deserve a bike?

#### \$5,000

Cost of an average wheelchair AFTER insurance

#### \$10,400

Cost of occupational therapy for child AFTER insurance

#### \$24,000

Cost of a care-giver for a child with special needs

#### \$30,000

Cost of van lift to assist a child in a motorized wheelchair to get into their vehicle. Vehicle cost not included

#### \$2,400,000

Cost to raise a child with a disability over a lifetime. Parents of disabled children need 17.8% more income per year to care for their child.

### ONE OUT OF FOUR FAMILIES HAVE A MEMBER WITH A DISABILITY & THAT'S NOT ALL:

- 1 Insurance may replace a wheelchair every five years – even though kids outgrow their wheelchairs every few years – and sometimes it never gets replaced at all...limit, one per lifetime
- 2 On average, it costs four times more to raise a child with special needs
- 3 33.3% of parents with severely disabled children under two, say they use three or more pieces of adaptive equipment each day
- 4 Young people with special needs are more than twice as likely to lack education, employment or training
- 5 One way you can help today. **Donate at [www.varietyk.org](http://www.varietyk.org).** All money stays local – and Variety KC is a Top Rated Non-Profit by Great Non Profits.