



HEART OF
INCLUSION
Gala

RACING TOWARDS AN
INCLUSIVE TOMORROW



Saturday



5.3.2025

Overland Park Convention Center



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, therapies, and more!



Accomplishments

What a year it’s been for Variety KC! Thanks to the generosity of our donors, Variety KC has been able to provide essential resources, adaptive equipment, and life-enriching experiences to children and their families across our Kansas City community. We are proud to share that our Variety KC Family continues to grow as **we have increased our coverage area from five counties to 17 COUNTIES!** This has allowed us to impact the lives of more and more children with special needs, with our average number of monthly grant applicants growing to over two dozen applications per month. Variety KC has also expanded and improved our monthly grant program and opportunities immensely - we are so proud to offer families the opportunity to apply for a vast variety of medical equipment, coverage for outpatient therapy costs, the possibility to participate in adaptive sports programs/teams, and so much more!

Variety KC also continues to lead the #InclusionRevolution with a mission **to make Kansas City the most inclusive city in the WORLD.** To do so, we are currently in the process of five large community projects, including partnering with the city of Riverside to build the FIRST fully inclusive and accessible 5-acre park in the metro area! Variety KC has continued to advocate for and support the dreams of children with disabilities through continually adding to our inclusive book series, Variety Tales, and hosting numerous events for children and their families **to foster a community where children of ALL are celebrated!** We are not planning to slow down... Let’s keep this #InclusionRevolution rolling!

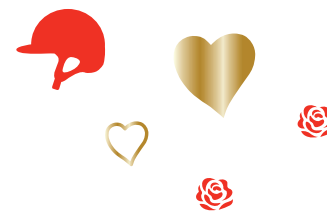


Winner's Circle Spotlight

Therapy is often a critical part of the journey for children with disabilities and their families. Individualized therapy services allow for children to improve skills, strengthen abilities, and increase their level of independence. Equestrian therapy is just one type of therapy that is beneficial to children with disabilities. More common therapy services include, but are not limited to: physical therapy, occupational therapy, speech-language therapy, music therapy, mental health services, and more! Variety KC’s My Therapy program offers access to a wide variety of therapy services, providing flexibility and consistent coverage to Variety KC kids and an opportunity to expand what they thought to be possible!



Become a Champion of Change Sponsorship Levels



TITLE SPONSOR: \$100K

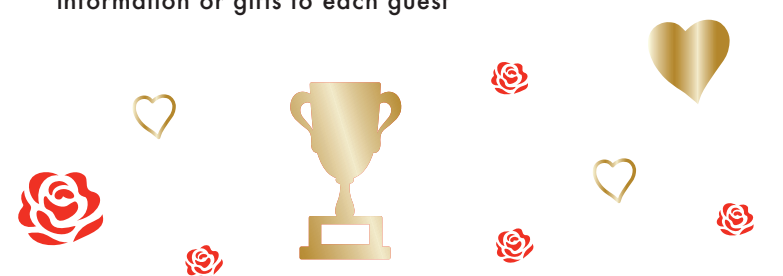
Multi-year agreement | 3-year commitment

- Yearlong community partner with Variety KC for all 2024 events
- Named as Title Sponsor on all related advertising or printed materials
- Named as the Gold Sponsorship to the Variety KC Park being built in the City of Riverside
- Premier table seating for twenty (20) guests at the Variety Gala
- Full-page inside cover advertisement in program
- Special video introduction to be played at the Variety Gala
- Stage recognition during the Variety Gala
- Verbal mention at the Variety Gala as yearlong partner
- Social Media Promotion - Title 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
- Three (3) special Variety Kids gift presentation at your business
- Opportunity to display or hand out corporation information or gifts to each guest



DIAMOND SPONSOR: \$50K

- 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 advertising 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 advertising 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



**Sponsorship
Levels
Continued**

GOLD SPONSOR: \$15K

- Premier seating for ten (10) guests at the Variety Gala.
- Named as Gold Sponsor on all related advertising 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 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

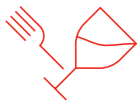


Dress Code: Upscale, Kentucky Derby Attire Requested

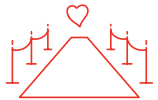
In 2025, Variety KC's Heart of Inclusion Gala is heading to the derby! From the sea of hats to our Variety KC Winner's Circle, come dressed to the nines for a fabulous time to support the #InclusionRevolution!



Spectacular Live & Silent Auctions



Delectable Food & Wine



Red Heart Carpet



Immersive, Inclusive Experiences



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.** All money stays local – and Variety KC is a Top Rated Non-Profit by Great Non Profits.

THE RISING COST OF DISABILITY:

Average Costs of Adaptive Equipment & Services

\$1,000 – \$10,000

Communication device with apps to help a child speak and interact

\$1,000 – \$6,000

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

\$100-\$200 per hour

Outpatient Therapy Services

\$5,000

Travel Expenses for Adaptive Sports Teams

\$7,000

Basketball Wheelchair

\$20,000-\$50,000

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

\$2,400,000

It can cost as much as **\$2.4 million** to raise a child with a disability over a lifetime. Estimates are that parents of disabled children need 17.8% more income a year to care for their child