



About the Event

The Center for Family Resources presents the First Annual Parade of Playhouses! This special showcase brings together design and construction teams to create unique children's playhouses that will be showcased to help raise awareness for the children and families that we serve.

The 2021 Parade of Playhouses event replaces our annual gala and raises critical funds to support our mission-based work of preventing childhood homelessness and supporting families on the path to stability and success.

The Center for Family Resource has been serving the community for more than 60 years. Our programs are designed to provide comprehensive services that identify and address the root causes that lead to housing insecurity and to help families work towards long-term stability.

**Thank you for partnering with us to
have a positive impact on the
children and families in Cobb County.**

Hosted by **TOWN CENTER
AT COBB**

Concept

- Teams are recruited from local companies (designers, builders, manufacturers, etc.) to design and build a child's playhouse.
- By agreeing to participate in the event, teams agree to underwrite the cost of their playhouse themselves.
- Teams, builders, designers, and sponsors will be well recognized throughout the event as well as at a special VIP reception wrap party.
- Playhouses will be on display at Town Center for the public to view over a two-week period.
- There will be competition for best design, most creative and people's choice. The public will vote online and in person for People's Choice. A panel of judges will award the other two.
- Playhouses will be auctioned and raffled off as a fundraiser for the organization.
- Playhouses can be purchased during the auction for personal use or may be gifted to an agency, school, medical facility, or other nonprofit identified by our committee.



Presenting Sponsor: \$25,000

- 20 Tickets to VIP reception
- Company signage at event
- Presenting Sponsor recognition and logo on all printed materials, event program and media releases
- Presenting Sponsor recognition and logo on reception invitation
- Presenting Sponsor recognition and logo on signage throughout the event
- Presenting Sponsor recognition and logo on CFR website and CFR e-newsletters
- Presenting Sponsor recognition on all event related social media posts

Showcase Sponsor \$15,000

- 14 Tickets to VIP reception
- Company logo on all printed materials, event program and media releases
- Company recognition on reception invitation
- Logo placement on event banners
- Recognition on event signage
- Company logo in CFR e-newsletter
- Company logo on CFR website and event page
- Recognition in custom CFR social media posts

Reception Sponsor \$10,000

- 10 Tickets to VIP reception
- Company logo on printed materials, event program and media releases
- Company logo on reception invitation
- Prominent placement of company logo on event signage
- Company logo in CFR e-newsletter
- Company logo on CFR website and event page
- Recognition in CFR social media post

Tree House Sponsor \$5,000

- 6 Tickets to VIP reception
- Recognition in event related materials and media release
- Logo placement on event signage
- Recognition in the CFR e-newsletter
- Recognition on CFR website and event page
- Recognition in CFR social media posts

Club House Sponsor \$3,000

- 4 Tickets to VIP reception
- Recognition in event related materials
- Recognition on event signage
- Recognition in the CFR e-newsletter
- Recognition on CFR website and event page
- Recognition in CFR social media posts

Awards Sponsor \$2,500 (3 Available)

- 4 Tickets to VIP reception
- Recognition on awards given to winning builder/design teams
- Recognition on the CFR website and event page
- Recognition in CFR social media posts

Mailbox Sponsor \$2,500 (8 Available)

- 4 Tickets to VIP reception
- Recognition on custom mailboxes* provided for each house
- Recognition on CFR website and event page
- Recognition in CFR social media posts

*mailboxes hold custom flyers with information on the design/build team company and individuals

Build Sponsor \$1,500

- 2 Tickets to VIP reception
- Recognition on CFR website and event page
- Recognition in CFR social media posts

Playhouse Friend \$500

- Recognition on CFR website and event page
- Recognition in CFR social media posts
- 6 Playhouse Raffle Tickets

Builder Benefits

- Tickets to the VIP Wrap Party
- Company information in each mailbox at the event venue
- Recognition on signage displayed with the playhouse
- Company logo on special builder marquee sign
- Recognition in event related materials
- Recognition on the CFR website and e-newsletter
- Recognition in CFR social media posts

For additional information, contact:
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TheCFR.org

