



United Way *Born Learning Trail*

**CHANGE
WON'T HAPPEN
WITHOUT YOU
HELP ALL KIDS
REACH THEIR POTENTIAL
SPONSOR
A BORN LEARNING TRAIL**

HELPING ALL KIDS REACH THEIR FULL POTENTIAL

From the moment they are born, children are constantly learning. What they learn during their early years depends on the experiences they have every day – and has a strong influence on academic success.

United Way's 2015 survey of Champaign County kindergarten teachers found 33% of kindergarteners were not equipped with the social and emotional skills needed to succeed in school.

The **Born Learning Trail** offers opportunities for corporate visibility in the community while creating valuable resources for early childhood learning and building kindergarten readiness.

The fun, physical learning activities are designed for parents and/or caregivers to play with young children in any outdoor setting: trails, parks, or school yards.

This interactive trail contains signs with instructions for simple games that will turn an excursion at the park into fun learning moments for young children. The trail's theme of Watch! Stop! Learn! Play! encourages parents and caregivers to follow the child's lead, building the child's curiosity and confidence, and reinforces learning opportunities present in everyday life.

We know increased investment in pre-K development fosters healthy growth, decreasing the likelihood of children being affected by various other adversities later on in life. Because of the power of early learning, United Way has established kindergarten readiness as our primary Education goal.

Building a Born Learning Trail is also a fun way to engage employees with a volunteer experience that adds to the positive morale of the company.

**90% of a person's brain
development occurs
before age 5**

GIVE. ADVOCATE. VOLUNTEER.

United Way of Champaign County

Uwayhelps.org

United Way *Born Learning Trail*



SPONSORSHIP OPTIONS:

\$3,000 – Standard Trail

\$4,500 - Bilingual Trail

Trail extras (benches, picnic table, and additional signs) available at additional cost. Sponsorship commitment includes yearly volunteer opportunities.

SPONSORSHIP BENEFITS

- Company logo on all Trail signs
- Exclusive volunteer opportunity for up to 100 employees
- Two press releases issued by United Way: Installation Day and Ribbon Cutting.
- Minimum 10 Facebook posts, 5 Instagram posts and 25 Tweets mentioning Sponsor and the Trail on United Way of Champaign County's social media accounts.
- Logo on United Way Born Learning Trail webpage
- Live United t-shirts co-branded with company logo
- Feature article with photo in United Way's IMPACT newsletter.
- Recognition at future United Way events when appropriate
- Yearly trail cleanup/maintenance employee volunteer opportunity

VISIT A LOCAL TRAIL

Dana Colbert Park, Savoy

Sponsored by United Way Emerging Community Leaders and the Village of Savoy

Beardsley Park, Champaign

Sponsored by United Way Emerging Community Leaders and the Champaign Park District



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TIMELINE

Trail installation depends on many factors – weather, labor availability, season and more. United Way will work with the Sponsor and local municipalities or schools to determine a mutually agreeable Installation Site within Champaign County and a formal timeline for installing the Trail. Highest priority for trail locations are public parks in neighborhoods with a high number of young children.

INSTALLATION DAY

Before Installation Day, United Way will work with the Sponsor to announce the Trail project to employees and sign up volunteers.

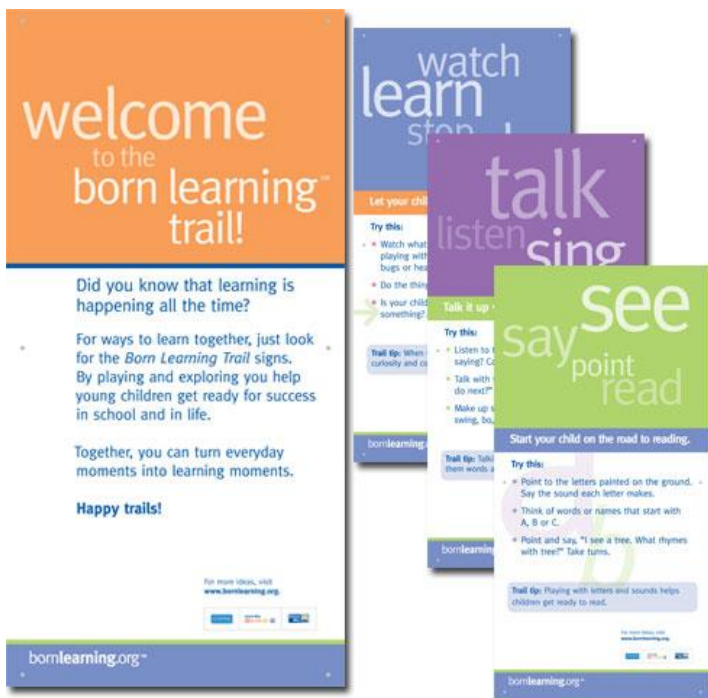
United Way will work with the Sponsor and Installation Site to determine a mutually agreeable date and time to install the trail. A Rain Date will be set.

United Way and Installation Site will provide all necessary materials, guidance and oversight to volunteers. Water, snacks and co-branded Live United t-shirts provided. A Press Release will be issued. We will photograph the event and provide the Sponsor with plenty of collateral for internal communications.

RIBBON CUTTING

United Way will provide balloons, signs and other festive items to draw attention to the trail. We will coordinate a Press Release and arrange for a ribbon-cutting photo opportunity with local elected officials.

After the ribbon cutting, United Way and sponsor could host a community play day, kindergarten readiness seminar, employee party, or a myriad of other options.



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Born Learning Trail Costs - EXAMPLE

The Born Learning Trail Kit \$1,500

Key components:

Signs* - Ten (10) 12" x 24" signs. Each sign is printed with a unique playful, engaging activity based on early learning outcomes. Kits also include: reusable stencils for shapes, letters and a 12' hopscotch court that all relate to the sign activities.

Second Welcome Sign (optional, depending on site) \$135

**Signs include the United Way logo and the logo of the sponsoring company or organization.*

Signposts, paint, brushes, additional installation materials \$700

Electric Auger – Hole Digger rental (depending on site) \$150

Ribbon Cutting Celebration Supplies \$250

est. 100 guests

"Live United" T-Shirts for Volunteers, co-branded with sponsor's logo. \$250

est. 100 guests

Basic Installation **\$2,985**

Additional Options

Bilingual Trail – Spanish Signs \$1,500

4' Born Learning Bench, co-branded with Sponsor's logo \$682

8' Born Learning Bench, co-branded with sponsor's logo \$874

Born Learning Picnic Table, co-branded with sponsor's logo \$1,730

All costs are estimates and subject to change based on price changes, site requirements, donations and other factors. This example assumes utilizing an existing sidewalk. Pouring of new sidewalk will incur additional costs.

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THANK YOU

We hope you will consider sponsoring a Born Learning Trail in Champaign County. Your sponsorship will help children develop important skills for success in school, work and life. We all win when kids succeed!

CONTACT

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