



# Sponsorship Packages

**Fall 2020 – Spring 2021**

## **Sponsorship Contact**

Rachel J. Solomon

*Special Events & Volunteer Coordinator*

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847-733-3234

# 2020 – 2021 Virtual Sponsorship Offerings



## About The Cradle

Since opening in 1923, The Cradle has helped place more than 16,000 children into permanent, loving homes. Renowned as one of the foremost adoption agencies in the country, The Cradle provides lifelong support for all individuals who are touched by adoption: birthparents, adopted persons, and adoptive parents.

We are the only adoption agency in the country with an on-site nursery. Our mission is to build families through adoption, support families through life's challenges and strengthen communities through education.



Our vision is of a world where every child thrives in a safe and loving family.

## Our Leadership

### ***Cradle Society Board Officers***

Jerry H. Biederman, Chair  
Kimberly A. Simonton, Vice Chair  
Talita Erickson, Secretary  
Jeffrey Brown, Treasurer

### **Cradle Society Board Directors**

Angela S. Ames  
Jason D. Asper  
Penelope Boardman  
Jeffrey Brown  
James G. Connelly III  
Jane Cummins  
Jeanne E. Enright  
Jessica Garascia  
Anna Marie Hajek  
Margarita E. Kellen  
Heather Kelley  
John S. Luce  
Lawrence H. Rubly  
Barbara S. Sereda  
Ryan Whitacre

### **Cradle Foundation Board Directors**

Joel Solomon, Chair/Treasurer  
Phyllis S. Thomas, Secretary  
Therese Fauerbach  
Corry Connelly

### **Cradle Adoption Partners, NFP**

Jerry H. Biederman, Chair  
Joel Solomon

### **Executive Team**

#### **Kim Perez,**

*President & CEO*

#### **Linda Hageman,**

*VP, Professional Services & Executive Director, Adoption Services*

#### **Martin Sandoval,**

*Interim VP, Finance*

#### **Simone O. Wheeler**

*VP, Development*

#### **Nijole Yutkowitz**

*VP, Community Outreach and Education*

# 2020 – 2021 Virtual Sponsorship Offerings



## Background

In 2019, The Cradle's signature event, the Rock the Cradle Gala raised more than \$280,000 to support people touched by adoption. In this time of social distancing, The Cradle is exploring new, innovative and meaningful ways to engage supporters in our work while focusing on the crucial services The Cradle provides each day:

- Free options counseling for women facing unplanned pregnancies
- 24/7 Nursery care for infants facing uncertain futures and newborns with special needs
- Community outreach and educational programming to address the cultural considerations and support systems in place for persons who have been touched by adoption and unplanned pregnancy
- The delivery of professional continuing education in adoption competency topics to medical professionals across Illinois and Indiana
- And so much more!

Looking ahead, your support will help us serve thousands of people with:

- Domestic adoption placements & home studies for waiting parents
- Provision of a 24/7 helpline to answer expectant parent inquiries
- Counseling appointments through our Center for Lifelong Adoption support
- Outreach and education to medical professionals and other direct service providers of individuals touched by adoption
- National outreach as a thought leader in positive adoption language and best practices
- Innovative learning experiences for adoptive and fostering families

## National Adoption Awareness Month

Each November, we celebrate the power of adoption during National Adoption Awareness Month. Without our signature Rock the Cradle Gala, this year our festivities will be shared with our community online.

We begin a special online webinar series through The Cradle's [Our Children Initiative](#) this summer and will continue more educational offerings throughout the 2021 calendar year. We will also honor adoption-positive employers with our Silver Cradle accreditation.

Learn more about these programs, available for your support, on the following pages.



# 2020 – 2021 Virtual Sponsorship Offerings



Our Children: An Education and Empowerment Series is a series of programs and events aimed at educating families about the realities and injustices their children may experience as they grow up. These are topics that are important for all parents, family members, and community members. The goal of this Series is to learn from real people who are willing to share their real experiences and to offer parents the tools they need to successfully communicate about and navigate these difficult societal dynamics in positive and productive ways. Our children deserve nothing less.

Our Children engages families in difficult discussions and helps families understand and prepare for realities and injustices their children may face. While the genesis of Our Children was about addressing the needs and concerns of African American and transracial adoptive families, this program has since placed The Cradle into larger conversations happening all across America. Our Children has allowed us to touch so many more individuals through engaging in dialogues around the issues that are most important to them. As we celebrate The Cradle's 97th anniversary, we continue to engage families in difficult discussions to help them understand and prepare for realities and injustices their children may face.

The 2020 Our Children 6-Webinar Series:

- Raising Black Boys, Revisited 2020
- From Black Boys to Black Men (and the Fear that Brings)
- Can You Hear Me Now? Black Adults Speaks!
- Raising Black Girls, 2020
- The Color of Education, 2020
- Black Child, White Parent (What You Need to Know)

## Silver Cradle Accreditation

The Silver Cradle Award was created by The Cradle to recognize corporate partners for their commitment to adoption and to their employees. Awarded at The Cradle's annual gala since 2003, the Silver Cradle recognizes companies that offer adoption-related benefits, programs and resources.

In 2020, we are thrilled to see adoption benefits becoming a best practice and are eager to distinguish the leaders and frontrunners in embodying truly adoption-positive work environments with year-long accreditation.

Accredited agencies provide family-friendly employee benefits ranging from referrals to financial assistance, and demonstrate a commitment to supporting children, pregnant women and adoptive families. In addition to building employee loyalty and providing a competitive edge in recruitment, family-centered employee benefits also support The Cradle's vision for a world where every child thrives in a safe and loving family. Award recipients embody our mission to build families through adoption, support families through life's challenges and strengthen communities through education.

# 2020 – 2021 Virtual Sponsorship Offerings



## Sponsorship Packages

Event sponsorship is a great way to demonstrate your company's support while also gaining exposure. Sponsoring The Cradle's Our Children webinar series, gaining Silver Cradle accreditation and supporting future events demonstrates your commitment to advancing the well-being of children, families and our community. A portion of each sponsorship level is tax-deductible.

**Premiums are subject to change and may be customized to meet partner needs.  
Sponsors must meet deadlines for deliverables to be included in event materials.**

## Underwriting Opportunities

Underwriting opportunities are 100% tax-deductible as allowable by federal law. All gift levels are appreciated and directly support The Cradle's mission.

Builder	\$5,000	
Nursery Angel	\$2,500	Underwrites Nursery Costs for One Day
Mentor	\$1,000	

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**Continue reading for The Cradle's 2020-2021 Sponsorship Packages...**

# 2020 – 2021 Virtual Sponsorship Offerings



## Presenting Partner – Bundle

**\$50,000**

### ***Our Children Webinar Series***

- Exclusivity in category/field
- Presenting partner for the six-webinar Our Children series to begin July 2020 and run monthly through December 2020
- Attendance for twenty (20) guests per webinar for the six-webinar Our Children series to begin July 2020
- Co-branded press releases and/or media advisories for webinar series
- Company recognition via:
  - The Cradle website with logo and hyperlink
  - The Cradle eNews with logo and hyperlink
  - Electronic communications surrounding webinar series
  - Social media as presenting sponsor, with logo, for webinar series
- Two (2) #ThankYouThursday tagged recognition posts across social media platforms
- Verbal recognition during each webinar
- 30-60 second video shared with webinar participants
- Recognition in post-event thank you
- Opportunities for electronic literature to be distributed

### ***National Adoption Awareness Month (NAAM)***

- Exclusivity in category/field
- Presenting Sponsor of The Cradle's National Adoption Awareness Month content – logo usage and primary placement visually and in text of company name
- Co-branded press release/media advisory for National Adoption Awareness Month and inclusion as partner in specific media opportunities
- Inclusion in four (4) social media posts during NAAM
- One (1) #ThankYouThursday post highlighting company with high-res graphic and direct link to company page
- Full month of National Adopted Awareness Month co-branded header image, as presenting partner, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to co-branded National Adoption Awareness Month press release
- Recognition in National Adoption Awareness Month blog content

### ***2021 Silver Cradle Accreditation for Adoption-Positive Employers***

- Presenting Sponsor of the 2021 Silver Cradle accreditation for adoption-positive employers
- Co-branded press release/media advisory for 2021 Silver Cradle application period (Summer 2020)
- Co-branded press release/media advisory for announcement of 2021 Silver Cradle accredited agencies as presenting sponsor, in Fall 2020
- Logo with hyperlink on 2021 Silver Cradle accreditation page on The Cradle website
- Logo as presenting partner on 2021 Silver Cradle accreditation application form
- Mention in The Cradle's eNews as Silver Cradle presenter, with logo and hyperlink
- Opportunity to speak at awarding of 2021 Silver Cradle Accredited Agencies
- Ten (10) representatives invited to reception (in person or virtual) to award accredited agencies



# 2020 – 2021 Virtual Sponsorship Offerings



## Collaborative Partner – Bundle

**\$25,000**

### ***Our Children Webinar Series***

- Exclusivity in category/field
- Collaborative partner for the six-webinar Our Children series to begin July 2020 and run monthly through December 2020
- Attendance for ten (10) guests per webinar for the six-webinar Our Children series to begin July 2020
- Recognition, with logo, in press releases and/or media advisories for our educational webinar series
- Company recognition via:
  - The Cradle website
  - The Cradle eNews with logo and hyperlink
  - Electronic communications surrounding webinar series
  - Social media as collaborative sponsor, with logo, for webinar series
- One (1) #ThankYouThursday tagged recognition post across social media platforms
- Verbal recognition during each webinar
- 30-60 second video shared with webinar participants
- Recognition in post-event thank you
- Opportunities for electronic literature to be distributed

### ***National Adoption Awareness Month (NAAM)***

- Exclusivity in category/field
- Collaborative Sponsor of The Cradle's National Adoption Awareness Month content - logo usage and prominent placement visually and in text of company name
- Recognition in press release and/or media advisory for National Adoption Awareness Month and inclusion as partner in specific media opportunities
- Inclusion in three (3) social media posts during NAAM
- One (1) #ThankYouThursday tagged recognition post across social media platforms with high-res graphic and direct link to company page
- Full month of logo placement in National Adopted Awareness Month header image, as collaborative partner, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to National Adoption Awareness Month press release featuring company recognition as collaborative partner
- Recognition in National Adoption Awareness Month blog content

### ***2021 Silver Cradle Accreditation for Adoption-Positive Employers***

- Collaborative Sponsor of the 2021 Silver Cradle accreditation for adoption-positive employers
- Recognition in press release/media advisory for 2021 Silver Cradle application period (Summer 2020)
- Recognition in press release/media advisory for announcement of 2021 Silver Cradle accredited agencies as collaborative sponsor, in Fall 2020
- Logo on 2021 Silver Cradle accreditation page on the Cradle website
- Mention in The Cradle's eNews as Silver Cradle collaborative partner, with logo
- Recognition from speaker at awarding of 2021 Silver Cradle Accredited Agencies
- Six (6) representatives invited to reception (in person or virtual) to award accredited agencies

# 2020 – 2021 Virtual Sponsorship Offerings



## Community Connector – Bundle \$10,000

### ***Our Children Webinar Series***

- Recognized sponsor for the six-webinar Our Children series to begin July 2020 and run monthly through December 2020
- Attendance for five (5) guests per webinar for the six-webinar Our Children series to begin July 2020
- Recognition in press release and/or media advisory copy for The Cradle’s educational webinar series
- Company recognition via:
  - The Cradle website
  - Company recognition in The Cradle eNews with hyperlink
  - Electronic communications surrounding webinar series
  - Social media as sponsor of webinar series
- Verbal recognition during each webinar
- Recognition in post-event thank you

### ***National Adoption Awareness Month (NAAM)***

- Community Connector sponsor of The Cradle’s National Adoption Awareness Month content - prominent placement visually and in text of company name
- Recognition in press release and/or media advisory for National Adoption Awareness Month
- Inclusion in two (2) social media posts during NAAM
- One (1) #ThankYouThursday tagged recognition post across social media platforms with high-res graphic and direct link to company page
- Full month of name placement in National Adopted Awareness Month header image, as sponsor, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to National Adoption Awareness Month press release featuring company recognition as collaborative partner
- Recognition in National Adoption Awareness Month blog content

### ***2021 Silver Cradle Accreditation for Adoption-Positive Employers***

- Community Connector sponsor of the 2021 Silver Cradle accreditation for adoption-positive employers
- Recognition in press release/media advisory for 2021 Silver Cradle application period (Summer 2020)
- Recognition in press release/media advisory for announcement of 2021 Silver Cradle accredited agencies as sponsor, in Fall 2020
- Name on 2021 Silver Cradle accreditation page on Cradle website
- Recognition in The Cradle’s eNews as Silver Cradle sponsor
- Recognition from speaker at awarding of 2021 Silver Cradle Accredited Agencies
- Four (4) representatives invited to reception (in person or virtual) to award accredited agencies



# 2020 – 2021 Virtual Sponsorship Offerings



## Strengthening Supporter – Bundle

\$5,000

### ***Our Children Webinar Series***

- Recognized sponsor for the six-webinar Our Children series to begin July 2020 and run monthly through December 2020
- Attendance for three (3) guests per webinar for the six-webinar Our Children series to begin July 2020
- Recognition in press release and/or media advisory copy for The Cradle’s educational webinar series
- Company recognition via:
  - The Cradle website
  - Company recognition in The Cradle eNews
  - Social media as sponsor of webinar series
- Verbal recognition during each webinar
- Recognition in post-event thank you

### ***National Adoption Awareness Month (NAAM)***

- Sponsor of The Cradle’s National Adoption Awareness Month content - prominent placement visually and in text of company name
- Recognition in press release and/or media advisory for National Adoption Awareness Month
- Inclusion in one (1) social media post during NAAM
- One (1) #ThankYouThursday tagged recognition post across social media platforms with high-res graphic and direct link to company page
- Full month of name placement in National Adopted Awareness Month header image, as sponsor, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to National Adoption Awareness Month press release featuring company recognition as collaborative partner
- Recognition in National Adoption Awareness Month blog content

### ***2021 Silver Cradle Accreditation for Adoption-Positive Employers***

- Sponsor of the 2021 Silver Cradle accreditation for adoption-positive employers
- Recognition in press release/media advisory for 2021 Silver Cradle application period (Summer 2020)
- Recognition in press release/media advisory for announcement of 2021 Silver Cradle accredited agencies as sponsor, in Fall 2020
- Name on 2021 Silver Cradle accreditation page on The Cradle website
- Two (2) representatives invited to reception (in person or virtual) to award accredited agencies

# 2020 – 2021 Virtual Sponsorship Offerings



## Awareness Architect – Bundle

**\$3,500**

### *Our Children Webinar Series*

- Recognized sponsor for the six-webinar Our Children series to begin July 2020 and run monthly through December 2020
- Attendance for two (2) guests per webinar for the six-webinar Our Children series to begin July 2020
- Recognition in press release and/or media advisory copy for The Cradle’s educational webinar series
- Company recognition via:
  - The Cradle website mentions of webinar series
  - Company recognition in The Cradle eNews
  - Social media as sponsor of webinar series
- Verbal recognition during each webinar
- Recognition in post-event thank you

### *National Adoption Awareness Month (NAAM)*

- Sponsor of The Cradle’s National Adoption Awareness Month content - prominent placement visually and in text of company name
- Recognition in press release and/or media advisory for National Adoption Awareness Month
- Inclusion in one (1) social media post during NAAM
- Full month of name placement in National Adopted Awareness Month header image, as sponsor, across social media platforms
- Full month of Instagram header link (referred to in posts) to link to National Adoption Awareness Month press release featuring company recognition as collaborative partner

### *2021 Silver Cradle Accreditation for Adoption-Positive Employers*

- Sponsor of the 2021 Silver Cradle accreditation for adoption-positive employers
- Two (2) representatives invited to reception (in person or virtual) to award accredited agencies

## Silver Cradle Sponsor

**\$1,500**

- Sponsor of the 2021 Silver Cradle accreditation for adoption-positive employers
- Recognition in press release/media advisory for 2021 Silver Cradle application period (Summer 2020)
- Recognition in press release/media advisory for announcement of 2021 Silver Cradle accredited agencies as sponsor, in Fall 2020
- Name on 2021 Silver Cradle accreditation page on The Cradle website
- Recognition in The Cradle’s eNews as sponsor
- Recognition from speaker at awarding of 2021 Silver Cradle Accredited Agencies
- Four (4) representatives invited to reception (in person or virtual) to award accredited agencies

## National Adoption Awareness Month Sponsor **\$1,500**

- Sponsor of The Cradle’s National Adoption Awareness Month (NAAM) content
- Recognition in press release and/or media advisory copy for National Adoption Awareness Month
- Inclusion in at least one (1) social media post during NAAM
- One (1) #ThankYouThursday tagged recognition post across social media platforms
- Recognition in National Adoption Awareness Month blog content

# 2020 – 2021 Virtual Sponsorship Offerings



## Outreach Offerings

### Customized Offerings are available for Sponsors

- Ongoing education and outreach provisions regarding adoption from certified Cradle team members
- Access to [Adoption Learning Partners](#) courses
- Visibility at Cradle Connections events
- Group volunteer engagement Opportunities

The Cradle is committed to advancing the field of adoption through education. We offer a wide range of materials and in-service opportunities to Illinois-based health care and social work providers as well as courses and workshops for adoption professionals nationwide.

The Cradle's Community Outreach Team is pleased to offer [adoption-related educational offerings](#) customized to your organization's specific needs and timeframes. Offerings can be simple in-services, round table discussions, seminars or Grand Rounds-like presentations.

Our offerings are **free of charge**, arranged at a time and location of your convenience, and are designed to be both interactive and participative. We can also work with you and through your organization to provide CMEs or CEUs. We can even assist you with 'Train the Trainer' offerings and needs assessments can be developed on your behalf.

Our downloadable [Professionals' Guide to Adoption and Illinois Adoption Law](#) is great supplement to our in-services presentations.

### Customized In-Services & Adoption Training

You can request an educational in-service about any of the topic suggestions below or customize a training plan with our outreach team.

#### **Debunking the Myths; Knowing the Facts**

The topic of adoption is often surrounded by questions and misunderstandings. Who makes decisions for a baby in the hospital? How long does a mother have to change her mind about placing a child? What's the difference between safe haven and adoption? Why would someone choose open adoption? Learn the facts and become a better advocate for your patients.

#### **Legal Issues in Adoption**

This offering is a comprehensive presentation outlining birth parent (both mother and father) rights and Adoption Law in Illinois. It also highlights the importance of working with a reputable agency to protect the rights of adoptive parents, birth parents, and children.

#### **Cultural Competence in Supporting Clients Considering Adoption**

Navigating the professional relationship with a woman considering adoption can be intimidating. What happens when there are obvious or not so obvious differences in your backgrounds? Learn how to best support and advocate for expectant parents considering the option of adoption while ensuring a respectful, thoughtful, and positive interaction.

**Sponsorship Contact:** Rachel J. Solomon, [rsolomon@cradle.org](mailto:rsolomon@cradle.org)