

SPONSORSHIP PACKET

2018 KIDS COUNT Conference

New Mexico Kids at the Crossroads

Monday, June 25, 2018

8:30am - 3:30pm

Embassy Suites

1001 Woodward PI NE

Albuquerque, New Mexico

Including:

- Panels and Breakout Sessions
- 24th Annual Amy Biehl Youth Spirit Awards
- Spirit of Hope Awards
- Continuing Education Credits



PRESENTED BY:





DEAR FRIEND,

New Mexico's kids are at a crossroads. As is our state. We can go in the right direction, or we can go in the wrong direction, and the decision is critical. The direction we take in 2018 will either be a choice for opportunity and prosperity or we will continue to struggle. We have been at the bottom in child well-being rankings for too long, and we are witnessing unprecedented attacks to supports for our children. Though we may be daunted, we are not powerless. In 2018, we are poised to elect a new governor and to choose New Mexico's House of Representatives. Who we choose as our leaders will determine the path ahead for our kids, families, and state.

We invite you to be a partner – to children, families, and communities in New Mexico – in choosing the direction that will enable our kids to thrive and live out their fullest potential. By sponsoring the [6th Annual KIDS COUNT Conference "New Mexico Kids at the Crossroads,"](#) you are investing in children and in systems that set the direction for opportunity.

This year's conference will focus on centering children in the upcoming election season. We can choose candidates who stick to the ineffective policies of the past, or we can choose candidates who are dedicated to improving conditions for New Mexico's kids and families. And then we can hold them – and all of our elected policymakers – accountable.

All children – regardless of where they live, of how much money their parents make, or of the color of their skin – should have the best possible opportunities to reach their full potential. At the 6th Annual KID COUNT Conference on June 25, around 500 New Mexicans (business owners, policymakers, advocates, activists, social workers, teachers, and youth) will gather to learn, share, and strategize how best to pave the road ahead for our kids to thrive and our communities to flourish.

NM Voices is honored to have the support of members of the business and foundation communities – folks who care deeply about and want to improve the well-being of children in our state. We offer a wide range of sponsorship opportunities AND benefits, all outlined in this packet. We want to share the good news of your commitment with our networks and constituencies. Our goal is to ensure that your business receives maximum benefit and coverage for your charitable investment.

We thank you for your continued support as we enter a new era for our state's future and hope you will partner with us in this endeavor.

Best Regards,

A handwritten signature in black ink that reads "James".

James Jimenez



ABOUT NEW MEXICO VOICES FOR CHILDREN

More than three decades ago, NM Voices was founded by a small group of pediatricians who wanted to treat more than just the symptoms of poor well-being they were seeing in their young patients. They wanted to address the causes. But poverty, hunger, homelessness, abuse, and neglect – which take an immense toll on child well-being – cannot be cured by a doctor’s care. These persistent problems can only be solved by changing the systems and conditions that allow them to exist and grow. Fixing systemic problems like poverty can only be done by changing the public policies that are failing too many of our families. That’s what we do by working with New Mexico’s policymakers, non-profits, media, and community organizations.

Our mission is to improve the status, well-being and racial and ethnic equity of New Mexico's children, families, and communities in the areas of health, education, and economic security through credible research and effective advocacy.

What is KIDS COUNT?

KIDS COUNT is a nationwide effort to track the status and well-being of children across the nation and in each state in four areas of well-being: economics, education, health, and family and community. KIDS COUNT is driven by research showing that the consequences of the events kids experience in childhood are carried with them the rest of their lives. *Children’s chances of being healthy, doing well in school, and growing up to be productive and contributing members of society are tied most profoundly to their experiences in the early years.*

Statistics reported in the New Mexico KIDS COUNT Data Book and at the KIDS COUNT Conference show us where we stand, where we’re doing better, and where and how we need to improve. At its heart, KIDS COUNT tells a story. It tells a story of child well-being and a story of the opportunities that are available to our kids. In New Mexico, that story isn’t as positive as it should be. The good news is that there are common sense solutions that will help our children succeed. At the KIDS COUNT Conference, we will discuss what the data say about the story of kids in New Mexico and explore evidence-based policy solutions for improving child well-being in our state.

The KIDS COUNT Conferences

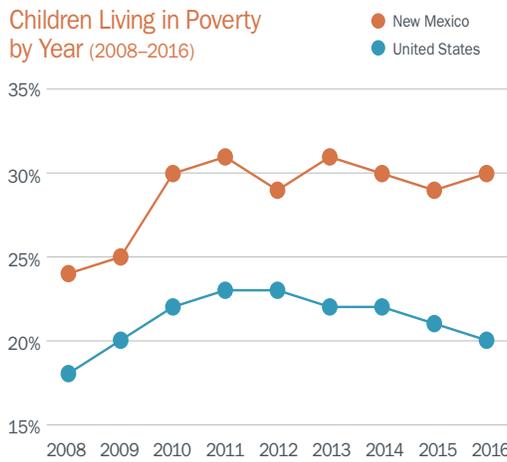
Each year, NM Voices convenes over 400 stakeholders (policymakers, advocates, business owners, activists, social workers, teachers, and youth) to learn, share, and strategize about how best to pave the road ahead for our kids to thrive and our communities to flourish. At this year’s event the key focus will be on collective action to ensure the needs of children in New Mexico are at the forefront of electoral campaigns. In 2017, NM Voices also began taking the KIDS COUNT conferences statewide to both Las Cruces and Española, meeting with more than 300 additional stakeholders to coordinate collective action-taking throughout the Land of Enchantment.



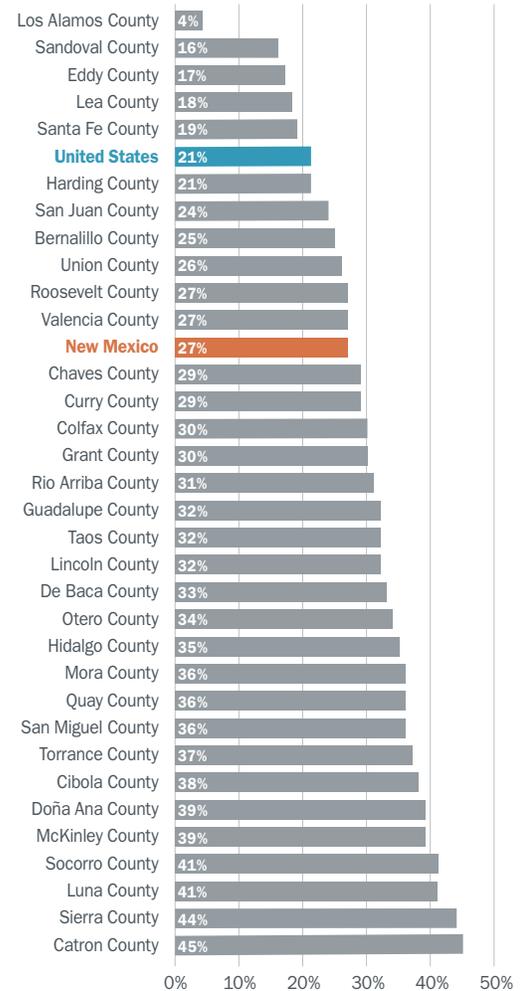
SOME BARRIERS TO CHILD WELL-BEING

Children Living in Poverty

New Mexico's future economic success and the quality of our future workforce is determined, in large part, by what sorts of opportunities our children have today. Children who live in poverty—such as the 145,000 children in New Mexico—have access to fewer of the resources that all children need to help them thrive, succeed, and achieve their full potential. Evidence suggests being born into and growing up in poverty and low socioeconomic status can have long-lasting and powerful effects on children. Childhood poverty is linked to a variety of health, cognitive, and emotional risk factors for children, and children in poverty are more likely to be food insecure, to suffer from adverse childhood experiences like abuse and homelessness, and to live in poverty as adults.



Children Living in Poverty by County (2015)



Policy Solutions

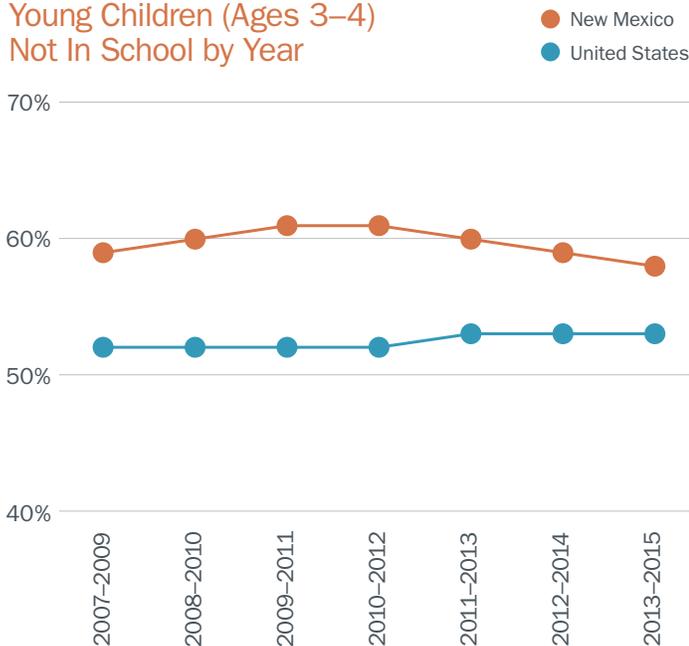
- Support two-generation approaches so that there is better coordination of health, education, housing, and food programs for both parents and children.
- Restore eligibility levels for child care assistance to pre-recession levels (200 percent of the federal poverty level).
- Raise the minimum wage and index it to rise with inflation; and raise the tipped wage to 60% of the minimum wage.
- Increase refundable tax credits like the Working Families Tax Credit (WFTC) and the Low Income Comprehensive Tax Rebate (LICTR), and enact a more progressive income tax system so low-income families do not bear a disproportionate responsibility for funding our state.



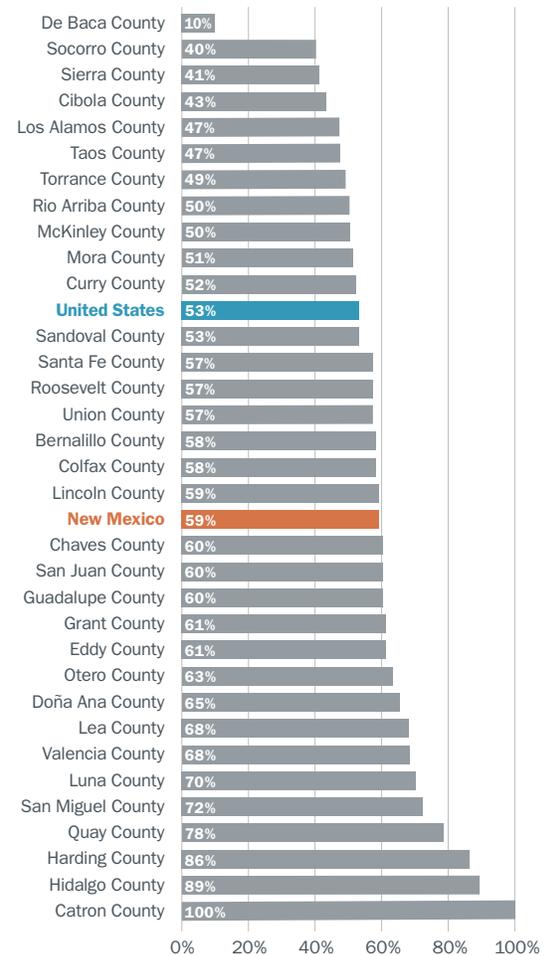
Young Children Not in School

Children learn more quickly during their early years, and the first five years of a child's life are particularly important because that is when 90 percent of brain's neurological foundation is built. Research shows that safe, secure, nurturing, and non-stressful environments during the first five years are essential to the positive development and healthy growth that will set children up for success later in life. High-quality early childhood programs like home visiting, child care assistance, and pre-K lead to improved child well-being and are linked to significant long-term improvements for children and savings for states. Yet, 58 percent of New Mexico's young children ages three to four did not attend some form of preschool or school program in 2015, with rates even higher among Hispanic children.

Young Children (Ages 3–4) Not In School by Year



Young Children (Ages 3–4) Not In School by County (2011–2015)



Policy Solutions

- Increase general fund spending for early care and learning services and pass a constitutional amendment to support these programs with a small percentage of the income generated from the state's Land Grant Permanent School Fund.
- Increase spending on high-quality pre-K so it is available to all 4-year-olds and available as a full-day program.
- Restore eligibility for child care assistance to its pre-recession level, so higher-quality services can reach many more low-income families and the thousands of children currently on the waiting list.
- Increase spending on high-quality home visiting.



4 WAYS TO SUPPORT

2. Underwrite an Award

Each year NM Voices honors outstanding, civically active individuals across our state. These coveted awards acknowledge the work of passionate, committed activists, advocates, and public servants. Sponsoring an award grants your company leadership an invitation to be involved in the selection process, seating for 10 at the luncheon, participation in presenting the award, an advert in the program, and recognition at the event.

\$3,000 - \$1,000 | Amy Biehl Youth Spirit Award

Amy Biehl graduated from Santa Fe High School and in 1993 attended the University of the Western Cape in Cape Town as a scholar in the Fulbright Program. She believed she had a duty to give back and while conducting voter registration in South Africa's first all-race election, she was killed as a result of racial tensions. This award honors her commitment to service.

\$2,000 | Spirit of Hope Awards

Alice King Public Service Award: Honoring the former first lady's deep commitment and service to the health and well-being of New Mexico's children.

Patty Jennings & Polly Arango Citizen Advocacy Award: Honors the work of Patty and Polly, who worked in the state legislature to create the Medically Fragile Children's Program and expand Medicaid coverage for children.

Spirit of Hope Award: Honors New Mexico's hard-working supporters of programs and services that make a difference in the lives of children. Their work has had profound impact, ultimately improving the quality of life for all New Mexicans.

Legislative Advocacy Award: Recognizes those who serve as citizen legislators by demonstrating superb advocacy on behalf of New Mexico's children and families.

3. Buy a Program Advertisement

Full page | \$500 (4.5"w x 7"h)

Half page | \$250 (4.5"w x 3.5"h)

Quarter page | \$125 (2.25"w x 3.5"h)

1. Be a Conference Sponsor

\$20,000 - \$500: Conference Sponsor

As a sponsor of the KIDS COUNT Conference your business receives acknowledgement for its commitment to the well-being of children and working families. By underwriting the KIDS COUNT conference, your company gives back to your community and beloved state. NM Voices pays your generosity forward by focusing on using vital data to influence public policies that benefit everyone in our state, especially the most vulnerable. See table for level benefits.

Benefits	Presenting \$20,000+	Yucca \$10,000+	Chile \$5,000+	Piñon \$1,000+	Adobe \$500+
Speaker Presence; Program Inclusion	●				
Branded Table & Material Share	●	●			
Recognition by MC	●	●	●		
Social Media Promotion	●	●	●		
Website Presence	●	●	●		
Recognition in Outreach Communications	●	●	●		
Information Table in Hotel Foyer	●	●	●		
Reserved Seats	● 20	● 20	● 10	● 10	
Program Advert	● 2 pages	● 1 page	● 1/2 page	● 1/4 page	● 1/4 page
Tabletop Recognition	●	●	●	●	●
Slideshow Recognition	● Logo	● Logo	● Logo	● Company Name	● Company Name

4. Set Up an Information Table in Foyer

Network at the Conference! Limited number of tables available.

1 Table | \$150

Become a Sponsor Today!

Contact Name: _____ Organization: _____

Office Phone Number: _____ Email: _____

Mailing Address: _____ City: _____

State: _____ Zip Code: _____

1. Sponsorships

- Presenting Sponsor | \$20,000+
- Yucca | \$10,000+
- Chile | \$5,000+
- Piñon | \$1,000+
- Adobe | \$500

2. Award Underwriting

- Amy Biehl Youth Spirit Award (choose one) | \$3,000 \$2,000 \$1,000
- Alice King Public Service Award | \$2,000
- Patty Jennings & Polly Arango Citizen Advocacy Award | \$2,000
- Spirit of Hope Award | \$2,000
- Legislative Advocacy Award | \$2,000

3. Program Advertisements

- Full page | \$500 Half Page | \$250 Quarter Page | \$125

4. Vendor Information Table

- Vendor Information Table | \$150

Total: \$ _____

Payment options (choose one):

- Contact me for sponsorship payment options
- Check (please make checks payable to NM Voices for Children)

Check enclosed Check # _____

- Credit Card

Discover Visa MasterCard American Express

Card Number: _____ Security Code: _____

Expiration Date: _____ Name on Card: _____

Billing Address (if different from Mailing Address): _____

Signature: _____