Kentucky Youth Advocates believes that what gets measured, gets changed.

For more than 30 years, Kentucky KIDS COUNT has provided the latest child well-being data. Because it is seen and used by everyone from groups of youth in Eastern Kentucky to Cabinet secretaries in Frankfort, KIDS COUNT data is a catalyst for change. Much of the data is available disaggregated by race, making it an important tool to advance racial equity in Kentucky. We at Kentucky Youth Advocates use that data as the foundation for policy recommendations, and many others across the state — including educators, government officials, social workers, and more — utilize the book for everything from grant proposals to classroom materials.

Annual KIDS COUNT County Data Book
Each year, Kentucky Youth Advocates releases the KIDS COUNT County Data Book, which provides data on 17 measures of child well-being and data profiles for each Kentucky county. Numerous media outlets throughout the state covered the book release, reaching more than 1 million Kentuckians. Social media engagement was also strong, with tens of thousands of views throughout the launch campaign.

Kentucky General Assembly KIDS COUNT Calendar
Every legislator — along with key members of the executive branch — receives a General Assembly KIDS COUNT Calendar. Each page of the calendar, which counts down the days of the legislative session, features a data point or other information that encourages legislators to put kids first when developing policy. Every calendar page is also shared across all social media channels on that day of the session. Legislators and their senior staff have told us how valuable the calendars are in providing data and inspiration.
Kentucky KIDS COUNT Project
Sponsorship Opportunities

As a sponsor of the Kentucky KIDS COUNT project, you will make it possible for thousands of advocates, child-serving professionals, legislators, and more to access an annual report card for kids. That data—available through the County Data Book, General Assembly Calendar, and beyond—advances the well-being of kids across the Commonwealth.

Kentucky Youth Advocates invites you to join us as a sponsor of the Kentucky KIDS COUNT project. Together, we can make Kentucky the best place in America to be a kid.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Bronze Sponsor</td>
<td>Logo in the 2023 County Data Book, Logo in the General Assembly Calendar delivered to all legislators, Recognition at press conference for County Data Book release, Logo on the Kentucky Youth Advocates’ website, Social media and email promotion</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>Quarter-page ad in the 2023 County Data Book, Logo in the 2023 County Data Book, Logo in the General Assembly Calendar delivered to all legislators, Recognition at press conference for County Data Book release, Logo on the Kentucky Youth Advocates’ website, Social media and email promotion</td>
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<tr>
<td>Gold Sponsor</td>
<td>Half-page ad and logo in the 2023 County Data Book, Prominent logo in the General Assembly Calendar delivered to all legislators, Recognition at press conference for County Data Book release, Listed as sponsor in press release announcing the County Data Book, Recognition as sponsor in letters to elected officials accompanying the County Data Book, Logo on the Kentucky Youth Advocates’ website, Social media and email promotion</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>Full-page sponsor feature and logo in the 2023 County Data Book, Full-page ad in the General Assembly Calendar delivered to all legislators, Prominent recognition at press conference for County Data Book release, Listed as sponsor in press release announcing the County Data Book, Recognition as sponsor in letters to elected officials accompanying the County Data Book, Logo on the Kentucky Youth Advocates’ website, Social media and email promotion</td>
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Bronze SPONSOR $1,000
Silver SPONSOR $2,500
Gold SPONSOR $5,000
Platinum SPONSOR $15,000
Kentucky Youth Advocates believes all children deserve to be safe, healthy, and secure. As the independent voice for Kentucky’s children, we work to ensure policymakers create investments and policies that are good for all children and help amplify the voices of kids and families across the commonwealth.

We also conduct research and education that informs and recommends solutions to help kids and families succeed, and we present the “state of kids” to communities to help people know how children are faring and how to address problems. We mobilize advocates to take action on behalf of kids and families through rallies, advocacy trainings, partnerships, and action alerts. We help families through our case advocacy program and serve as their guide when they don’t know where to turn. And we engage youth by training the next generation of leaders to advocate for themselves and their communities.

With thousands of materials distributed and event attendees, hundreds of media stories, and more than a million social media impressions each year, Kentucky Youth Advocates is working to make Kentucky the best place in America to be young.
This event-filled week features in-person and virtual gatherings, opportunities to connect with legislators, and leadership activities for youth. More than 1,000 advocates participated in 2022, which also made a large media splash. Sponsors help us mobilize advocates for the Day at the Capitol, host legislator Q&As, recognize champions for children, and much more.

Kentucky Oral Health Coalition (KOHC) is a group of concerned citizens, advocates, and professionals working together to improve oral health across Kentucky. Sponsors help KOHC provide an annual statewide convening that brings together a diverse and large number of leaders in the oral health community to increase dental awareness, develop strategies to improve oral health, and increase access to care.

Sponsors of the Kentucky KIDS COUNT project make it possible for thousands of advocates, child-serving professionals, legislators, and more to access an annual report card for kids. That data – available through the County Data Book, General Assembly Calendar, and beyond – advances the well-being of kids across the Commonwealth.

Bounce Grand Rounds is a community learning opportunity for professionals to hear a case study about children who have struggled with adversity and collaboratively brainstorm interventions and resources that can change the trajectory for those young people. Sponsors allow us to keep Bounce Ground Rounds events, which build skills in professionals and connections among community members who care about the future of kids and their families, free and inclusive.

The initiatives and projects included in this packet are only some of the many projects and programs led by Kentucky Youth Advocates. For information about our other initiatives, visit kyyouth.org. To express interest in being a sponsor for any of our programs, please email lcocanougher@kyyouth.org.

Get Involved