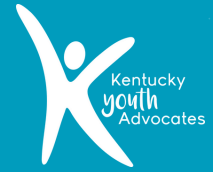
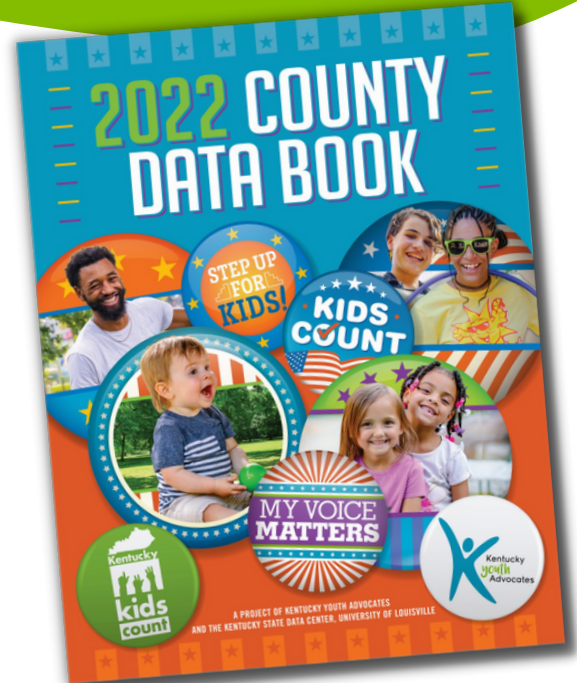


Kentucky KIDS COUNT Project



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

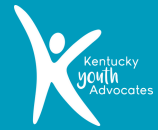
Each year, Kentucky Youth Advocates releases the KIDS COUNT County Data Book, which provides data on 17 measures of child well-being and data profiles for each Kentucky county. Numerous media outlets throughout the state typically cover the book release, reaching more than one million Kentuckians. Social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

Bronze SPONSOR \$1,000

- Logo in the 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

Silver SPONSOR \$2,500

- Quarter-page ad in the County Data Book
- Logo in the 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

Gold SPONSOR \$5,000

- Half-page ad and logo in the 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

Platinum SPONSOR \$15,000

- Full-page sponsor feature and logo in the 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