



2014

Sponsorship Package

The Great Kindness Challenge



THE GREAT KINDNESS CHALLENGE

The Great Kindness Challenge is one school week devoted to performing as many acts of kindness as possible, choosing from a checklist of 50 kind deeds.

For the schools, it's **FREE, EASY** to implement and has a **HUGE IMPACT!** Students, kindergarten through high school, joyfully do their part and prove that **KINDNESS MATTERS!**

For sponsors, it's an opportunity to connect your company with a positive message carried through the nation's schools into homes across the nation.

WE ARE ENDING BULLYING!

The National Education Association reports that school bullying statistics are startling:

- 1 in 3 American school children are harmed by bullying
- 83% of girls and 79% of boys report experiencing harassment
- 160,000 children cut school daily to avoid peer attacks and intimidation

According to StopBullying.gov, in order to combat bullying, schools must "encourage students to show thoughtfulness and respect for peers, adults and the school".

WE PROVIDE A PROACTIVE TOOL

With the GKC checklist in hand, students of all ages are empowered to create positive change.

Your support for The Great Kindness Challenge puts your company out front on this nationwide effort to promote kindness and end bullying.

The Great Kindness Challenge
SCHOOL EDITION

We challenge you to perform as many kind deeds as you can in one week. Using the checklist below, check off your acts as you go. Have fun!
Kindly presented by
YOUR LOGO HERE

The Challenges

<input type="checkbox"/> Smile at 25 People	<input type="checkbox"/> Sit with a New Group of Kids at Lunch
<input type="checkbox"/> Slip a Nice Note in Your Friend's Backpack	<input type="checkbox"/> Read a Book to a Younger Child
<input type="checkbox"/> Compliment 5 People	<input type="checkbox"/> Give an Apple or a Note to Your Teacher
<input type="checkbox"/> Pick Up 10 Pieces of Trash on Campus	<input type="checkbox"/> Step Up for Someone in Need
<input type="checkbox"/> Make a New Friend	<input type="checkbox"/> Make and Display a "Kindness Matters" Sign
<input type="checkbox"/> Tell a Joke and Make Someone Laugh	<input type="checkbox"/> Carry Your Friend's Books!
<input type="checkbox"/> Be Kind to Yourself and Eat a Healthy Snack	<input type="checkbox"/> Help Your PE Teacher with the Equipment
<input type="checkbox"/> Learn Something New About Your Teacher	<input type="checkbox"/> Make a Bookmark for a Friend
<input type="checkbox"/> Draw a Picture and Give it to Someone	<input type="checkbox"/> Hold the Door Open for Someone
<input type="checkbox"/> Help a Younger Student	<input type="checkbox"/> Pat Yourself on the Back
<input type="checkbox"/> Give a KIND Handshake to Greet a Classmate	<input type="checkbox"/> Thank a Bus Driver or Car Pool Driver
<input type="checkbox"/> Recycle Your Trash	<input type="checkbox"/> Write a Thank You on a Band-Aid for the Nurse
<input type="checkbox"/> Hug Your Friend	<input type="checkbox"/> Listen to Your Teacher the First Time
<input type="checkbox"/> Pick Up Trash Outside Your School	<input type="checkbox"/> Whisper Thank You to the Librarian
<input type="checkbox"/> Cut Out 10 Hearts & Give Them to Friends	<input type="checkbox"/> Help Someone Up if They Fall Down
<input type="checkbox"/> Entertain Someone with a Happy Dance	<input type="checkbox"/> Lend a Pencil to a Friend
<input type="checkbox"/> Make a Kind Poster for Cafeteria Helpers	<input type="checkbox"/> Learn to Say "Hello" in a New Language
<input type="checkbox"/> Walk or Bike to School Instead of Driving	<input type="checkbox"/> Bring a Flower to the Office Staff
<input type="checkbox"/> Say "Good Morning" to 15 People	<input type="checkbox"/> Show Appreciation to Your Principal Creatively
<input type="checkbox"/> Design a Thank You for the PTA/PTO	<input type="checkbox"/> Help Your Teacher with a Needed Task
<input type="checkbox"/> Make a Wish for a Child in another Country	<input type="checkbox"/> Be on Time for School
<input type="checkbox"/> Say "Thank You" to a Crossing Guard	<input type="checkbox"/> Say "Thank You" to a Volunteer
<input type="checkbox"/> Invite a New Friend to Play/Hang Out with You	<input type="checkbox"/> Give Your Friend a High Five
<input type="checkbox"/> Send a Thank You to Your Superintendent	<input type="checkbox"/> Make a Friendship Gift for Someone New to You
<input type="checkbox"/> Offer to Help Your Custodian	<input type="checkbox"/> Create Your Own Kind Deed

A Kids for Peace Experience
KidsforPeaceGlobal.org
GreatKindnessChallenge.org
Your Name Here!



2011

We were asked to help stop school bullying and got busy **creating a solution.**

2012

We piloted The Great Kindness Challenge with **3 Carlsbad, CA schools.**

2013

111,844 students in **257** schools took the challenge and performed **5 million** acts of kindness!

2014

We are going **BIG!** We will engage all **140,000** schools in the United States of America!

TESTIMONIALS

“The Great Kindness Challenge provided an opportunity for our students to care for each other in ways that went above and beyond their normal interactions. As a result, we noticed a real impact on the school’s culture with a decrease in bullying and an increase in compassion, unity and respect.”

- Chad Lund, Elementary Principal

“Our campus is seeing some radical change. Smiles, thoughtfulness, and a much more positive attitude can be seen around the Cottonwood Canyon Elementary campus. Thank you for coordinating this amazing event.”

- Shelley Carlisle, Teacher

“Kindness is a lifestyle choice.”

- Eli, Fifth Grade Student

“This free program teaches so much of value to students of all ages; in fact, to adults as well. In addition to random acts of kindness, participants actively seek out purposeful acts of kindness. We hope their efforts have an enduring effect.”

- John A. Roach, Ed.D, District Superintendent



“Not only were there more smiles on campus, there were also zero behavioral referrals to my office during the Great Kindness Challenge week. I believe in all my years as an administrator that has never before happened. True success!”

- Rita Powell, Elementary Principal

“It’s easy and it’s fun to tell someone something nice and then you’re a part of it with them.”

- Bodey, Third Grade Student

“I tutor a little girl, Jennifer. She is extremely shy. Today, when I asked her what she’d done to fulfill the GKC, I was amazed to learn she’d smiled at 25 people. So I asked her to smile for me. At first, she couldn’t bring herself to do so. But after a moment, she did! Your program works – on so many levels.”

- Marilyn Campbell, School Volunteer

“With bullying happening at school and online, kids are having a hard time. Simply being nice can make a big difference.”

- Hana, High School Freshmen

“After this week ends, I want to keep being kind.”

- Michaela, First Grade Student

SPONSORSHIP BENEFITS

Sponsorship puts your company first in this nationwide crusade for kindness.

The Great Kindness Challenge provides your company with important exposure to 140,000 schools including the students, staff and families they serve.

Supporting The Great Kindness Challenge associates your company with the essence of this unique movement: kindness, compassion and mutual respect.



EXPOSURE

Sponsor's logos are proudly displayed throughout The Great Kindness Challenge. Some of this exposure includes:

- **Your company logo on the interactive GKC Checklist held by students in 140,000 schools**
- **Advertisement in the Checklist App**
- **Promotional materials**
- **The GKC Toolkit**

PROVEN MEDIA APPEAL

- Widespread media coverage online, in newspapers and on TV proves that kindness is newsworthy. Sponsorship puts your company in that media mix for free positive advertising.



INTERACTION

Unique volunteer opportunities are made available to all our sponsors. We joyfully invite your employees to be actively involved at their local schools through a variety of activities:

- GKC prep
- Kindness Stations
- Kick off Rallies
- GKC Celebrations



BONUS VISIBILITY

Confirm your sponsorship by June 30, 2013 and we will include you as a sponsor of the GKC - Global Edition, which reached 69 countries in 2012.

PRESENTING SPONSOR - \$25,000 2 available!

- Logo as the Presenting Sponsor on the GKC Checklist carried by students nationwide
- Logo featured on the GKC landing page
- Logo placed on the Save the Date available to 140,000 schools
- Customized company Kindness Challenge and specialized volunteer opportunities
- Logo featured on materials for the GKC Celebration
- In-App advertisement on the GKC Checklist App
- Logo featured on the cover of the GKC School Toolkit available to 140,000 schools
- Recognition in all news releases, media alerts and other publicity materials
- Logo on promotional flyer available to all schools and students
- A VIP invite to the GKC Celebration event
- Recognition in the GKC music video
- Acknowledgement in our GKC newsletters
- Logo on Sponsors page of Kids for Peace website
- Logo on Sponsors page of GKC website
- Social media recognition on Facebook, Twitter, LinkedIn, Tumblr and Instagram

DIAMOND SPONSOR - \$10,000 4 available!

- In-App advertisement on the GKC Checklist App
- Logo featured on the cover of the GKC School Toolkit available to 140,000 schools
- Recognition in all news releases, media alerts and other publicity materials
- Logo on promotional flyer available to all schools and students
- A VIP invite to the GKC Celebration event
- Recognition in the GKC music video
- Acknowledgement in our GKC newsletters
- Logo on Sponsors page of Kids for Peace website
- Logo on Sponsors page of GKC website
- Social media recognition on Facebook, Twitter, LinkedIn, Tumblr and Instagram

THANK YOU TO OUR PREVIOUS SPONSORS!



GOLD SPONSOR - \$5,000

5 available!

- Logo on promotional flyer available to all schools and students
- A VIP invite to the GKC Celebration event
- Recognition in the GKC music video
- Acknowledgement in our GKC newsletters
- Logo on Sponsors page of Kids for Peace website
- Logo on Sponsors page of GKC website
- Social media recognition on Facebook, Twitter, LinkedIn, Tumblr and Instagram



SILVER SPONSOR - \$2,500

5 available!

- Recognition in the GKC music video
- Acknowledgement in our GKC newsletters
- Logo on Sponsors page of Kids for Peace website
- Logo on Sponsors page of GKC website
- Social media recognition on Facebook, Twitter, LinkedIn, Tumblr and Instagram

GKC PARTNER - \$1,000

5 available!

- Acknowledgement in our GKC newsletters
- Logo on Sponsors page of Kids for Peace website
- Logo on Sponsors page of GKC website
- Social media recognition on Facebook, Twitter, LinkedIn, Tumblr and Instagram





Sponsor Levels

Sponsor Benefits

	Presenting Sponsor \$ 25,000	Diamond Sponsor \$ 10,000	Gold Sponsor \$ 5,000	Silver Sponsor \$ 2,500	GKC Patron \$ 1,000
Logo as the Presenting Sponsor on the GKC Checklist carried by students nationwide	♥				
Logo featured on the GKC landing page	♥				
Logo placed on the Save the Date available to 140,000 schools	♥				
Customized company Kindness Challenge and specialized volunteer opportunities	♥				
Logo featured on materials for the GKC Celebration	♥				
In-App advertisement on the GKC Checklist App	♥	♥			
Logo featured on the cover of the GKC School Toolkit available to 140,000 schools	♥	♥			
Recognition in all news releases, media alerts and other publicity materials	♥	♥			
Logo on promotional flyer available to all schools and students	♥	♥	♥		
A VIP invite to the GKC Celebration event	♥	♥	♥		
Recognition in the GKC music video	♥	♥	♥	♥	
Acknowledgement in our GKC newsletters	♥	♥	♥	♥	♥
Logo on Sponsors page of Kids for Peace website	♥	♥	♥	♥	♥
Logo on Sponsors page of GKC website	♥	♥	♥	♥	♥
Social media recognition on Facebook, Twitter, LinkedIn, Tumblr and Instagram	♥	♥	♥	♥	♥



Kindness Matters!

Thank you for the opportunity to share The Great Kindness Challenge. We would be honored to join forces to create a culture of kindness.

To express an interest in sponsorship or to find out more, please contact:

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www.greatkindnesschallenge.org
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