



FOSTER & ADOPTIVE
CARE COALITION

FOR EVERY CHILD... A PLACE TO CALL HOME

Hearts Aglow

Together, we light the way
and lift hope higher.

FOSTER

HOPE

11.12.26 DAY

SPONSORSHIP
OPPORTUNITIES



Take Hope to New Heights

Date: November 12 | Time: 5:00-7:00 p.m.

Address: JCC, 2 Millstone Campus Drive | St. Louis, MO 63146

Join us for an exclusive Hearts Aglow sponsor celebration event. Enjoy a complimentary tethered hot air balloon ride, light refreshments, and an evening dedicated to partners who help light the way for children and families impacted by foster care.

About Foster Hope Day

Foster Hope Day is the Foster & Adoptive Care Coalition's signature day of online giving. Generous donors give for the chance to win fabulous raffle prizes, uplift family bonds, and rally around our vision: For every child...A Place to Call Home.

Thanks to our generous matching sponsors **like you**, every donation made on November 12 will be matched dollar for dollar—allowing us to serve more children and families impacted by foster care.

About the Foster & Adoptive Care Coalition

The Coalition has been dedicated to serving youth and families in the St. Louis region for over 35 years, working to close systemic gaps in permanency and stability for children in the child welfare system. Through our innovative programs, we recruit and support safe, culturally competent foster homes, prioritizing reunification and kinship placements whenever possible.

Today, the Coalition serves nearly 50% of local children entering foster care. By 2029, our goal is to **expand that reach to 100%**.



Marketing Reach

MULTICHANNEL ADVERTISING

Foster Hope Day is promoted through a robust multichannel print and digital marketing strategy, estimated to reach 75,000 area philanthropists and changemakers.

SOCIAL MEDIA

We have a combined social media reach of nearly 23,000 highly engaged individuals. Our social media channels receive more than 130,000 unique viewers per month, reaching an average of 51,000 individuals.

- Facebook: 19,000 followers
- Instagram: 2,130 followers
- LinkedIn: 3,890 followers

EMAIL MARKETING

- 18,800 email subscribers
- Average open rate of 16.3%

WEBSITE

Our website, www.foster-adopt.org, is viewed by an average of 5,800 users per month.



Target Demographic

- 1,000+ philanthropically-minded individuals and corporations
- Foster, kinship, adoptive, and guardianship caregivers and their families
- Industry leaders and young professionals from the nonprofit and for-profit sectors



Sponsorship Opportunities

	\$25,000 <i>Beacon of Hope</i>	\$10,000 <i>Bright Horizons</i>	\$5,000 <i>Guiding Light</i>	\$2,500 <i>Rising Hearts</i>	\$1,000 <i>Kindled Hope</i>
Hospitality Benefits					
Event tickets	10	8	6	4	2
Raffle tickets	20	10	6	4	2
Brand Recognition & Exposure					
Recognition on event signage	Logo	Logo	Text	Text	
Recognition on event slideshow	Logo	Logo	Text	Text	Text
Recognition on website and email marketing	Logo	Logo	Text	Text	Text
Marketing & Promotional Opportunities					
Sponsor spotlight post (optional)	✓	✓			
Mention in social media posts	6	4	2	1	1
Mention in sponsor thank-you reel	✓	✓	✓	✓	✓

Recognition contingent upon print deadlines.



Featured Raffle Item: Gucci Giglio Tote

Spotted on **style icon Rihanna**, the large Gucci Giglio tote is THE bag of the year, valued at \$2,250.

Questions?

Contact us at events@foster-adopt.org or call (314) 806-2525.

