



**THE CHILDREN'S LEAGUE  
OF MASSACHUSETTS**

## **YEAR-ROUND VENDOR SPONSORSHIP OPPORTUNITY**

Invest in the Safety and Well-Being of  
Children, Youth and Families Across the  
Commonwealth



## **ABOUT THE CHILDREN'S LEAGUE OF MASSACHUSETTS**

Ensuring the safety and well-being of the Commonwealth's most vulnerable children, we are:

- An advocate that keeps focus on the needs of the children, youth and their families
- A forum for the exchange of information and ideas among members, state agencies, legislators, and other stakeholders
- A powerful driver of collective action

### **OUR REACH**

- 58 members and counting
- Representing over **\$1.5 billion** in total organizational revenue
- Serving **175,000+** children, youth, and families
- Staffing **15,000+** employees

### **INFORMED AND ENGAGED MEMBERS**

- **1,660+** email subscribers
  - Email open rate is **25% higher** than industry average
- Member Newsletters, Action Alerts, and Bulletins with key information regularly disseminated to listserv


### **RAPIDLY GROWING ONLINE PRESENCE**

- **3,160+** social media followers across Facebook, Twitter, Instagram, and LinkedIn
  - Facebook page visits increased by **170%** over the last 3 months
- **1,900+** website views over the last 3 months



### **GET INVOLVED!**

Contact Rachel Gwaltney with questions or to get started

 [Rachel@childrensleague.org](mailto:Rachel@childrensleague.org)  
 (617) 695-1991



## OPPORTUNITIES FOR YEAR-LONG VISIBILITY AND SPONSORSHIP BENEFITS

Sponsorship year is July 1 – June 30

Sponsor benefits will last from enrollment date to June 2024

### CHILDREN'S CHAMPION LEVEL:

**\$3,000/year**

- Opportunity to hold a dedicated 60-minute webinar for CLM members on your product/service
- Recognition as a sponsor at the monthly CLM member meeting with link to your company shared with members in post-meeting materials
- Opportunity to place a promotional ad four times per fiscal year in the biweekly CLM Member Newsletter
- Recognition in the CLM Member Newsletter (twice/month distribution) and Friends of the League Newsletter (four times/year distribution)
- Company name and logo placed on Sponsored Resources page on CLM website, to include link to the business
- Dedicated social media recognition (twice/year)
- Added to CLM Friends of the League Newsletter mailing list

### CHILDREN'S ADVOCATE LEVEL:

**\$1,000/year**

- Recognition as a sponsor at the monthly CLM member meeting with link to your company shared with members in post-meeting materials
- Opportunity to place a promotional ad two times per fiscal year in the biweekly CLM Member Newsletter
- Recognition in the CLM Member Newsletter (twice/month distribution) and Friends of the League Newsletter (four times/year distribution)
- Company name and logo placed on Sponsored Resources page on CLM website, to include link to the business
- Dedicated social media recognition (twice/year)
- Added to CLM Friends of the League Newsletter mailing list

### CHILDREN'S CHEERLEADER LEVEL:

**\$500/year**

- Recognition in the CLM Member Newsletter (twice/month distribution) and Friends of the League Newsletter (four times/year distribution)
- Company name and logo placed on Sponsored Resources page on CLM website, to include link to the business
- Dedicated social media recognition (twice/year)
- Added to CLM Friends of the League Newsletter mailing list

**Note:** Business sponsorship does not confer CLM membership. CLM is a 501(c)4 organization, defined by the IRS as "civic leagues or organizations not organized for profit but operated exclusively for the promotion of social welfare."