2021
EVENT SPONSORSHIP GUIDELINES

TAKE OUR DAUGHTERS AND SONS TO WORK® FOUNDATION

CELEBRATING 28 YEARS
Who is Take Our Daughters And Sons to Work® Foundation?

The Take Our Daughters And Sons To Work Foundation, a 501 (C)(3) non-profit agency established to build diversity in the workplace, raise public awareness of children’s issues and provide adults with pro-active strategies to help girls and boys remain resilient, especially in the world of work. Through its leadership, expertise and collaborations, the Take Our Daughters And Sons To Work Foundation advocates for changes in social policy and public awareness on behalf of youth. Since 1993, on the fourth Thursday in April, more than 40 million youth and adults in over 4 million workplaces around the world have participated in the Take Our Daughters And Sons To Work program.

We are requesting sponsorship to provide the educator training materials, activity guides, website management and publicity needed to offer children around the globe an experience that emphasizes the value of their education, helps them discover the power and possibilities associated with a balanced work and family life, and provides them an opportunity to share how they envision the future among peers.

Investing in the Future of Our Children

The Take Our Daughters And Sons To Work programs help youth maintain a positive and healthy self-image, helps them raise their future aspiration and helps them overcome societal barriers in order to reach their full potential. Through our program, we are able to connect children to employers for a real world work experience–outreach also includes historically disenfranchised students such as foster children, youth at high-risk of dropping out of school or youth who may not have a parent or guardian whose job will allow them to bring children to work. Our program is inclusive. It has always been intended as a springboard for creating a dialogue in communities and workplaces that will redefine the value system which govern life in the workplace.

REASONS TO SPONSOR

Take Our Daughters And Sons To Work®

JOIN US
in changing those who can make a difference

GIVE BACK
to those who can make a difference

INCREASE
your brand exposure and your corporate identity

STRENGTHEN
your company reputation as a great Corporate citizen

OPPORTUNITY
to reach targeted audience and build relationships

National and Global in Scope
## Sponsorship Levels & Benefits

**Lead Sponsor Opportunities:** Media, Education, STEM (Science, Technology, Engineering, Mathematics), Snack, Beverage, Breakfast, Lunch and Dinner

<table>
<thead>
<tr>
<th><strong>FUNDER BENEFITS LEVEL</strong></th>
<th><strong>FRIENDS BENEFITS LEVEL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$5K</strong></td>
<td><strong>$10K</strong></td>
</tr>
<tr>
<td>• Prominent acknowledgment in select Take Our Daughters And Sons To Work promotional materials, direct mail and annual reports.</td>
<td>• All benefits under Funder Benefits Level</td>
</tr>
<tr>
<td>• Listed in relevant Take Our Daughters And Sons To Work press releases.</td>
<td>• Opportunity to create company-themed activity guide and online content to be featured with prominence on the Activity Guide web-page.</td>
</tr>
<tr>
<td>• Sponsorship announcement on the Take Our Daughters And Sons To Work website.</td>
<td>• Complimentary Take Our Daughters And Sons To Work merchandise (limited quantity), and discounts on Take Our Daughters And Sons To Work merchandise.</td>
</tr>
<tr>
<td>• A link to your website from the Take Our Daughters and Sons To Work website.</td>
<td>• Dedicated Facebook &amp; Twitter posts with sponsor’s desired messaging and link-through to sponsor’s website.</td>
</tr>
<tr>
<td>• Dedicated Facebook &amp; Twitter Posts with sponsor’s desired messaging and link-through to Sponsor’s website.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SUPPORTER BENEFITS LEVEL</strong></th>
<th><strong>COALITION BENEFITS LEVEL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$15K</strong></td>
<td><strong>$25K</strong></td>
</tr>
<tr>
<td>• All benefits under Funder Benefits Level.</td>
<td>• All benefits under Funder Benefits Level.</td>
</tr>
<tr>
<td>• All benefits under Friends Benefits Level</td>
<td>• All benefits under Friends Benefits Level.</td>
</tr>
<tr>
<td>• All benefits under Supporter Benefits Level.</td>
<td>• All benefits under Supporter Benefits Level.</td>
</tr>
<tr>
<td>• Dedicated Facebook &amp; Twitter posts with sponsor’s desired messaging and link-through to sponsor’s website.</td>
<td>• Company Take Our Daughters And Sons To Work Day event will be featured on the TODASTW website and social media accounts</td>
</tr>
<tr>
<td>• Promotion of company’s philanthropic programs with a link to the program’s web-page.</td>
<td>• Free imprint of company name/logo may be applied to select official TODASTW promotional pieces</td>
</tr>
<tr>
<td></td>
<td>• Dedicated Facebook &amp; Twitter posts with sponsor’s desired messaging and link-through to sponsor’s website.</td>
</tr>
<tr>
<td></td>
<td>• Verbal recognition at all Take Our Daughters And Sons To Work events.</td>
</tr>
<tr>
<td></td>
<td>• Company representative invited to special Foundation Activities.</td>
</tr>
</tbody>
</table>

---

*Benefits may be negotiated upon request*
### Lead Sponsor Opportunities:
Media, Education, STEM (Science, Technology, Engineering, Mathematics), Snack, Beverage, Breakfast, Lunch and Dinner

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS SUMMARY</th>
<th>COALITION SPONSOR $25,000</th>
<th>SUPPORTER SPONSOR $15,000</th>
<th>FRIENDS SPONSOR $10,000</th>
<th>FUNDER SPONSOR $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominent acknowledgment in select Take Our Daughters And Sons To Work promotional materials, direct mail and annual reports.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Listed in relevant TODASTW press releases.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsorship announcement on the TODASTW website.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>A link to your website from the TODASTW website.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Dedicated Facebook &amp; Twitter Posts with sponsor’s desired message and link-through to Sponsor’s website.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to create company themed activity guide and online content to be featured with prominence on the Activity Guide web-page.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary TODASTW merchandise (limited quantity), and discounts on merchandise.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Promotion of company’s Philanthropic programs with a link to the program’s web-page</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free imprint of company name/logo may be applied to select official TODASTW promotional pieces</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition at all TODASTW events.</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Company representative invited to special Foundation Activities</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

*Benefits may be negotiated upon request*
Sponsorship
Stretch Your Marketing Dollars

**Brand Visibility**
More than 40 Million
Children, parents, grandparents participate yearly.

**Over 4 Million** Large, Medium to Small Businesses/Organization, Schools participate yearly.

**Community Goodwill**
Strengthening your business image can be one of the most positive valuable benefits to a Sponsorship.

**Inexpensive Marketing Opportunity**
Spend $5000 reach 40,000 people less than 1/2 cents per person.

**Social Media World**
Linking your business to a worthy cause can draw lasting support, media attention and reach a wider demographics.

**Website Users:** 56.90% Female 43.10% Male

**Age:**
- 25-34 - 26.45%
- 35-44 - 24.19%
- 45-54 - 19.68%
- 55-64 - 11.94%
- 18-24 - 7.10%
Articles

Take Your Child to Work Day, All Grown Up

BY TRISHA L. HOWARD, WORLD AT WORK

https://www.worldatwork.org/evolve/articles/take-your-child-to-work-day-all-grown-up

“Companies are now investing in many programs, including Take Our Daughters and Sons to Work Day and other diversity and inclusion initiatives, as a way to build supportive work environments for current employees.”

Since formalizing activities in 2017, Sprint’s program has experienced a growth spurt. The first time Sprint formally planned the day’s events, about 70 to 80 children came to work with their parents. Last year, 425 kids and about 400 parents participated. The event has proven so popular that Sprint is expecting 600 children to attend this year. (read more link on top)

National Geographic's Virtual Take Your Kid to Work Day 2020

While it may feel like every day lately has been Take Our Daughters and Sons to Work Day, the official day was Thursday, April 23, and National Geographic celebrated virtually with staff and their families around the world!


In an exclusive live virtual conversation just for Nat Geo families, Explorer and ecologist Gabrielle Corradino shared her passion for marine science, organism behavior, and education. Gabrielle taught kids all about plankton, and she revealed that when she was a kid, it was marine biologist and fellow Nat Geo Explorer Dr. Sylvia Earle who inspired her to want to grow up and be a scientist!

https://nationalgeographicpartners.com/2020/04/take-your-kid-to-work-day/

Our ABCs: Always Be Coding children’s book free to download

SOURCEGRAPH Ryan Blunden on April 23, 2020

With many family homes now being an office (and perhaps a school as well), we wanted a new and novel approach for embracing the spirit of the United States’ annual “Take Our Daughters And Sons To Work” day.

We love what we’ve come up with and hope you will too—a new digital children’s book titled “Our ABCs: Always Be Coding”—for all children that wonder what their techie parents do all day, night, and some weekends too!

TAKE OUR DAUGHTERS AND SONS TO WORK® FOUNDATION

More Articles

Cummins Newsroom: People and Places

5 STEM activities for kids at home - Apr 23, 2020 by Morgan Donnelly, Digital Brand Reputation Communication Specialist

As many parents spend more time at home with their kids due to COVID-19 closures and stay-at-home orders, chances are, every day feels like Take Your Daughters And Sons to work day.

On the fourth Thursday of April, workplaces are known to participate in Take Our Daughters and Sons to Work Day. While we will celebrate virtually this year, the national day gives children a glimpse into the working world and a chance to imagine their futures.

To help train our future engineers, we’ve put together five STEM activities for kids of all ages. If you’re in search of experiments and challenges that will keep kids learning while at home, check out the list below.*

1. Vehicles of the future Have you heard of electrification? In 2017, Cummins unveiled Aeos, an 18,000-pound semi-truck that runs entirely on a rechargeable electric battery. Now it’s time for you to unveil your best vehicle! Combining science and engineering, follow these easy instructions for building your own LEGO balloon powered car. Source: Little Bins for Little Hands

2. Coding for kids

3. Build a hand crank winch

4. Feeding birds in your backyard

5. Build a boat that floats!


RECRUITING DAILY: The Importance of Take Our Daughters and Sons to Work Day - SUSAN HANOLD PHD, she was nominated as one of the Top Women in HR Technology in 2017. She is a talent strategy expert and a key thought leader with more than 20 years of results-based leadership experience as an executive coach and organization development expert.

Leveraging national awareness days like Take Our Daughters and Sons to Work Day is a great way to promote a company’s brand. When orchestrated and marketed well, it can become a much bigger part of your greater strategic talent retention initiatives. So, how can you raise the bar for this day, and make it more impactful? View this day as part of the bigger picture. HR managers can incorporate it into their broader talent engagement and diversity strategies to showcase differences in organizational culture and employee benefits related to the family.

Overall, it’s important to challenge your assumptions and remember that today’s workforce is more diverse than ever. The key is to think holistically about family and the workplace and how it can become a meaningful contribution to employee engagement and culture. When orchestrated thoughtfully and marketed authentically, Take Your Daughters and Sons to Work Day can become a key differentiator when showcasing what makes your company’s culture truly different from the rest.

https://recruitingdaily.com/the-importance-of-take-our-daughters-and-sons-to-work-day/

Kforce - Employment Agency

Celebrate Take Our Daughters and Sons to Work Day with your kids from your home office. Get activity ideas via this @Kforce downloadable guide: https://kfrc.co/2yAunrM

Virtual Take our daughters and sons to work day guide

https://kfrc.co/2yAunrM

More Articles

TAKE OUR DAUGHTERS AND SONS TO WORK® FOUNDATION

209 E. Fearing Street, Suite 1 | Elizabeth City, NC 27909 | 800.676.7780 | todastw@mindspring.com | DaughtersAndSonsToWork.org
Ida Siegal | INSPIRATION

How many people can trace the origin of their career path to a single day in childhood?

I can.

My name is Ida Siegal and I'm a television news reporter for WNBC-TV in New York City. I was sixteen years old when I decided this was what I wanted to. I remember the pivotal day that changed my life vividly.

As a High School Sophomore, I was chosen to participate in the first ever Take Our Daughters To Work program. A group of us got to visit the ABC newsroom and meet the famed Peter Jennings, who was the lead anchor and manager editor at the time. I remember seeing first-hand exactly what happened all day, behind the scenes, that resulted in a 30-minute news program getting broadcast that very evening.

But most of all, I remember being in complete awe of Peter Jennings. He had traveled all over the world, had a unique perspective on varied social issues and was charming and funny to boot! I decided he was the smartest person I'd ever met, and I wanted to be just like him. It was quite literally a life changing experience and a direct result of the Take Our Daughters and Sons to Work program. This is a program that can't be replicated in the classroom.

“It is a unique opportunity to change a child's entire perspective and thereby, change their lives.” — Ida Siegal

https://www.youtube.com/watch?v=rsCHvSv3_7k
Happy Take Your Work To Your Child Day from USAMMDA! U.S. Army Medical Materiel Development Activity (USAMMDA) Public & Government Service

In June 2020 they continued the popular workshop of YOU CAN BUILD IT! Gave out kits with popsicle sticks, pipe cleaners and lots more. So kids could build there own prototype and take pictures to show.

https://fb.watch/39yBPRhDdq/

Bring Your Kid To Work Day! (from home) Posted on May 1, 2020 by The AD Club of New York

The ADVERTISING Club of New York’s Foundation and McCann Worldgroup NY’s Parent Group partnered for National Bring Your Kids To Work (from home) Day - creating a virtual career exploration event for middle & high schoolers last Thursday, April 23rd.

https://youtu.be/h5cUwhRRTsk

JETBLUE - A message from our President and COO, Joanna Geraghty, on #BringYourKidToWorkDay.

Joanna talks about JetBlue airlines and what has changed since Covid but also takes a moment and talks about Take Our Daughters and Sons To Work Day. She asked workers to ask their children what do your parents do for work and how to inspire them about Aviation. “Today our children will be the architects of changing for the better.” says Joanna Geraghty.

https://twitter.com/JetBlue/status/1253490738226152167?s=20

West New York Middle School April 23, 2020

It’s been just about seven weeks since we were last at the Middle School. Hopefully, this video will help us feel somewhat together again. For now, every day is take your child to work day, and it seems every day is also take your parent to school day... today marks what would have been our official Take Your Child to Work Day. Please enjoy the video of some of your teachers and their children produced by Mr. Romero.

https://fb.watch/39ybrhRJHk/

PayScale This year’s #TODASTW day was extra special. Held from home offices around the country, folks presented on a variety of topics in 5-15 minute sessions, designed to inspire & embolden our youth with professional possibility!

https://fb.watch/39ABNKBvfN/

SAP Virtual Take Your Child To Work Day - At SAP, our purpose is to help the world run better and improve people’s lives

#SAP4KIDS - Our special guests are excited to join us for our Virtual Take Your Child To Work Day event this Thursday, 4/23 at 12pm EDT. Be sure to join us, we hope to see you there! http://sap.to/605612Lop

https://youtu.be/wLL74DecXdg

Global Celebrities Join SAP for Virtual Take Your Child To Work Day #SAP4KIDS From Karlie Kloss to Chris Paul to Addison Rae to Now United take a look at the celebrity line up that joined us for our virtual take your kid to work day event this year!

https://www.youtube.com/watch?app=desktop&v=nVY1dAa8nLs

btigbalance (BTIG) 2020 A global financial services firm specializing in institutional trading, investment banking, research and related brokerage services.

With our team all working from home, every day is Take Our Daughters and Sons to Work Day. Last week, we virtually celebrated the many families and faces of BTIG and how we are coming together to learn from each other as we continue to deliver for clients and colleagues around the globe. #btig #btigbalance #thisisbtig #takeourdaughtersandsonstoworkday

https://www.instagram.com/p/B_ip1_zJe61/

kwartlermanus - Kwartler Manus, LLC AGGRESSIVELY ADVOCATING FOR INJURY VICTIMS - Personal Injury Firm in Philadelphia, Representing injury victims in PA & NJ

Happy Take Your Child to Work (Every) Day! Due to the current global health crisis, this year’s event is much different than in the past. Instead of bringing our kids into the office with us, we’ve brought the office home to them! We’d like to recognize everyone who is balancing the task of working from home while simultaneously teaching their children. We know it’s not easy, thank you for all that you do - every day!

https://www.instagram.com/p/B_VuPYBjI5r/

Dr. Eric J. Forman @EricFormanMD, Reproductive Service

“Since my daughter can never accompany me for “Take Our Daughters To Work Day” (and let’s me know every year), I brought my daughter to work today. I was actually off this weekend. So today I could make it work and expose my daughter to a taste of what it’s like to be a doctor. We often hear that more women should go into medicine and other #STEM fields. I don’t think anyone “should” do anything they don’t want to do. If she wants to go into a STEM field, that’s great. If not, that’s great too as long as she’s passionate and loves what she does. But we should expose everyone to as much as possible and let them choose where their passion lies. Last week, she wanted to be a paleontologist. Today it’s a “reproductive endocrinologist.” She loved the microscope and wants to perform surgeries wearing a mask. Also, I’m not sure why @sara4man gave her a @georgetownuniversity t-shirt. I guess all the @dukeuniversity and @columbia ones were dirty. But @drforashahine probably approves.