

May 31, 2017



Dear Community Partner:

CANHelp would like to invite your organization to participate in the **2017 Back to School Fair** for Hopkins County. For over 10 years, we have hosted the “Pack the Bus” School Supplies Drive where we provided backpacks full of school supplies for qualifying school aged children. Through the drive, we have served about 300 children on average each year. We know that is only a small percentage of families needing assistance. In Hopkins County alone, over 60% of the children in our area schools come from disadvantaged or low income families. In some schools, the numbers rise to over 70%. That is why we want to do more to help this year! Not only will we continue to provide backpacks and school supplies, we want to make a number of free services available to all families in Hopkins County.

Through the support of community and corporate sponsors, this event will be **a one-stop destination to prepare the whole family for the start of school!** The fair will offer **FREE:** health and vision screenings, dental screenings and fluoride applications, immunizations for children and adults, haircuts, food and drinks, and more. **The 2017 Back to School Fair is scheduled for Friday, August 4th from 3:00p.m. to 7:00p.m. at the Hopkins County Civic Center.**

In addition, we are seeking community service agencies, schools, churches, and other local organizations to participate in the 2017 Back to School Fair to offer information about activities for children/youth and family services that are offered in our area. For Profit businesses that support our local communities are also welcome. There will not be a cost for a booth. You will only be asked to provide 2 packages of hot dogs and buns. Booth space is limited, so please don't wait to sign up!

Here is the information in a nutshell:

- Location: Hopkins County Civic Center, 1200 Houston St., Sulphur Springs TX 75482
- Booths will be located in the exhibit hall. Some booths may be located outside in the shade or in entryway if needed.
- Booths should include educational materials and are **strongly encouraged** to be interactive. If you would like to have any give-a-way items, we strongly encourage school related items.
- The Back to School Fair will be held **Friday afternoon, August 4th from 3:00p.m.-7:00p.m.**
- Booths **must** be set up by 2:30p.m. They can be set up any time after noon on Friday.
- You will need to bring a table and table cloth for your booth but one could be provided if needed (tables are limited).
- If you like to be a sponsor or make a donation, please fill out form and make checks payable to CANHelp.

Attached to this letter you will find the 2017 Back to School Fair policies and procedures and a Booth/Sponsorship Form. All of the information for the 2017 Back to School Fair may also be downloaded from the CANHelp webpage (<http://www.canhelponline.org>) beginning June 15, 2017. The completed Booth/Sponsorship Form must be returned to: CANHelp, P.O. Box 214, Sulphur Springs, TX 75483 or emailed to admin@canhelponline.org. Application deadline for a **booth** only is **Monday, July 17, 2016**. If you would like to be **sponsor**, please ensure form is returned **by Monday, July 3, 2017** to ensure your organization can be included in event communications and on marketing materials.

We're looking forward to your participation in this community event that will have the potential to reach thousands of local school aged children and their families. If you should have questions concerning this event feel free to contact me at the phone number or email address listed below. Hope to see you at the **2017 Back to School Fair!**

Sincerely,

Shanna Martin
CANHelp-Executive Director
903-885-9797 ext. 1



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2017 Back to School Fair – Booth/Sponsorship Form

Booth Information

Deadline for Booth Registration: Monday, July 17, 2017

Organization Name:
Contact Person:
Email:
Phone:

Booth Options	Number of Booths
Non-Profit/ School/Church	
For Profit	

Event T-Shirts - \$10.00 to purchase
Size: _____

Any Outlets Needed: Yes or No

Will you be needing a table? Yes or No (tablecloths will not be provided)

Any Special Needs Requests?

What Will You Be Doing At Your Booth???

If You Need Extra Space For Your Interactive Booth, Please Indicate Here:

Sponsorship Information

Deadline for Sponsorship: Monday, July 3, 2017

(If different from above)

Donor or Organization Name:
Contact Person:
Email:
Phone:

Your contribution to the 2017 Back to School Fair will allow us to provide backpacks, school supplies, and much needed resources to the economically disadvantaged families of Hopkins County. Please join us in helping these children in our communities with a simple, yet great resource – the supplies they need to go back to school.

Sponsorship Levels

- Presenting Sponsor - \$1000 or greater**
Presenting/Title Sponsor mentioned in all radio/print promotions, Preferred logo placement on event communications/marketing materials from date of commitment, Acknowledgement on social media and website, Preferred booth location, Special presentation/recognition at event, 5 event t-shirts
- Golden Apple - \$500-\$999**
Medium sized logo placement on event communications/marketing materials from date of commitment, Preferred booth location, Acknowledgement on social media and website, Logo listed on back of event t-shirt, 3 event t-shirts
- Head of Class - \$250-\$499**
Small logo placement on event communications/marketing materials from date of commitment, Acknowledgement on social media and website, Small Logo listed on back of event t-shirt, 1 event t-shirt
- Honor Roll - \$100-\$249**
Name listed on back of event t-shirt, Acknowledgement on social media and website
- School Mascot – up to \$99**
Acknowledgement listed on social media and website

If you have any questions regarding the sponsorships levels or donations or would like to discuss donations other than monetary, please call Shanna Martin at 903-885-9797 ext. 1. Please make all checks payable to CANHelp.



POLICIES AND PROCEDURES FOR EXHIBITORS/BOOTHS

Friday, August 4th

3:00 p.m. – 7:00 p.m.

Hopkins County Civic Center

1200 Houston St, Sulphur Springs, TX 75482

OBJECTIVES OF FAIR

- 1) Provide free backpacks/school supplies for income-eligible youth in Hopkins County
- 2) Provide other free essential benefits to prepare families for the start of school in Hopkins County
- 3) Educate public about services available for youth and families in Hopkins County
- 4) Provide a variety of free interactive hands-on activities and games for youth and families
- 5) Have Fun!

ELIGIBILITY – All participating agencies, organizations and clubs should provide a booth that is consistent with the objectives listed above. Vendors are encouraged to provide some type of hands-on, interactive activity as part of their booth display.

SELLING – No selling of products or services will be allowed unless approved in advance; however, you may provide educational information about your products and services and the costs associated with them, as well as how persons can access programs and activities offered by your agency. Vendors are encouraged to provide brochures and written materials in English and Spanish.

GIVEAWAYS – We want booths to focus on the educational aspect of their service(s) and provide an interactive hands-on booth. If you wish, you may give out a small prize as part of an activity or game. If you want to do a giveaway at your booth, please let us know in advance.

If you have any special needs regarding your booth space, please request the desired arrangements on the registration form. Multiple spaces are limited on a first come, first serve basis.

BACKPACKS AND SCHOOL SUPPLIES INFORMATION – Sign-ups for the backpacks and school supplies will begin on Monday, July 3rd at CANHelp located at 613 Gilmer St., Sulphur Springs TX 75482. All eligible families should apply before the fair to ensure we have an adequate amount of supplies.

**We look forward to seeing you there!!
If you have any questions, please contact CANHelp at 903-885-9797 ext. 1.**