



**Brightpaths is a non-profit organization dedicated to preventing all forms of child abuse and neglect by building safe and stable families through education, connection, and support.**

**We serve families in Barrow, Clarke, Jackson, Madison, Oconee, Oglethorpe, and Walton counties.**



**2025 - 2026**

**Event & Corporate Sponsorship Brochure**



# brightpaths

## A note from our Executive Director

Brightpaths has been dedicated to a community free of child abuse and neglect for over 30 years. We work to create strong and stable families through support, education, and connection....but we can't do it alone.

YOU can be a part of our mission by partnering with us as an event or corporate sponsor.

Last year, we were able to support thousands of participants in Barrow, Clarke, Jackson, Madison, Oconee, Oglethorpe, and Walton counties through our services: counseling, home visiting, hospital newborn visits, parent education, and community awareness programs. With the help of our partners, we work with parents as they learn child development, appropriate discipline, and connect them to resources needed to keep their children healthy and their family strong.

Will you join our village by investing in prevention?

Together, we can keep children in our community safe and their families strong. Thank you for your commitment to our community!

Sallie Zehna Starrett  
Executive Director & CEO

# 54%

## DECREASE IN ABUSE & NEGLECT CASES

In our service area, we've seen a 54% decrease in the number of children with a substantiated case of abuse and/or neglect over the last five years, as measured by the Annie E. Casey Foundation, the industry standard for maltreatment reports nationwide.

# \$210,000

**SAVED PER CHILD** The Total Direct Cost for ONE Child Maltreatment Victim's Lifetime is about \$226,822. The cost to the agency per family to participate in Healthy Families is about \$4,200 per year, making the total cost over 4 years in the program \$16,800 per family (multiple children may benefit from a single family's enrollment).

# 70%

## REDUCTION IN PREGNANCY COMPLICATIONS

Moms who enroll in Healthy Families program prenatally experience 70% fewer pregnancy complications, leading to healthier pregnancies, safer births, higher birthweights, and more positive outcomes for our kids.

# 49%

## FEWER CPS REPORTS

In all Healthy Families cases across the nation, first time moms who enroll in Healthy Families are 49% less likely to experience a Child Protective Services report. Furthermore, our program prevents the recurrence of child maltreatment by 33% among families who have already had CPS involvement.





# Annual Events



## STARRY STARRY NIGHT GALA

A night of fun and celebration at our signature black tie gala at The Classic Center to round out Prevention Month in April. Includes a silent auction, live auction, dinner, mingling, music and dancing.

Attendees: 300+



## FALL CONCERT

Our October field concert hosted at Brightpaths. This is a great way to visit our site while enjoying live music, football, drinks and food trucks.

Attendees: 200+



## PINS FOR PREVENTION

Our family-friendly event at Showtime Bowling. Bring the kids for some family fun while supporting our mission!

Attendees: 100+



# Corporate Sponsorships

Partnerships with companies in our community allow us to continue our long-term plans of expanding support and services for families.

## **SIGNATURE GOLD SPONSORSHIP**

**\$15,000**

Logo presented on Brightpaths sign (19,000 cars/day)  
\$5,000 bar sponsor at Starry Starry Night Gala  
\$2,500 title sponsor at Fall Concert  
\$1,000 sponsor at Pins for Prevention Bowling Night  
Employee Volunteer Day  
Represented on Brightpath's website & social media

## **PREMIUM SILVER SPONSORSHIP**

**\$10,000**

Logo presented on Brightpaths sign (19,000 cars/day)  
\$2,500 table sponsor at Starry Starry Night Gala  
\$1,500 band sponsor at Fall Concert  
\$500 lane sponsor at Pins for Prevention Bowling Night  
Employee Volunteer Day  
Represented on Brightpath's website & social media

## **PREMIER BRONZE SPONSORSHIP**

**\$5,000**

Logo presented on Brightpaths sign (19,000 cars/day)  
\$1,500 table sponsor at Starry Starry Night Gala  
\$500 band sponsor at Fall Concert  
\$100 sponsor at Pins for Prevention Bowling Night  
Employee Volunteer Day  
Represented on Brightpath's website & social media



# Event Sponsorships

## Starry Starry Night

There are so many ways to get involved, including sponsorships to our BIGGEST EVENT of the year.

\$10,000

### TITLE SPONSOR

- Sole banner recognition
- Naming rights to the event
- Opportunity to introduce our keynote speaker
- Inclusive of all benefits afforded to other sponsorship classes

\$5,000

### BAR SPONSOR

- Logo and dedicated banner at 1 of 2 event bars or sponsor all table wine for the event
- Recognition on social, print, web marketing and event day items
- Event table for 10 people

\$2,500

### TABLE SPONSOR

- Logo and dedicated sign at 1 table
- Recognition on social, print, web marketing and event day items
- Event table for 8

\$1,000

### WINE SPONSOR

- Logo and banner at the wine pull gala activity
- Recognition on social, print, web marketing and event day items
- 4 event tickets

\$500

### AUCTION SPONSOR

- Recognition on social, print, web marketing and event day items
- 2 event tickets





# Event Sponsorships

## Fall Concert

\$1,500

### BAND SPONSOR

- Logo will be present on center stage band banner
- Recognition on social, print, web marketing
- Reserved lawn seating with chair rentals for 6

\$500

### BAR SPONSOR

- Logo will be present on event bar banners
- Recognition on social, print, web marketing
- Reserved lawn seating with chair rentals for 4

\$250

### LAWN SPONSOR

- Logo will be present on lawn signs
- Recognition on social, print, web marketing
- Reserved lawn seating with chair rentals for 2

## Pins for Prevention

\$1,500

### TURKEY SPONSOR

- Logo on event banner
- Recognition on social, print, web marketing
- 6 event tickets

\$500

### LANE SPONSOR

- Logo on sponsored lane
- Recognition on social, print, web marketing
- 4 event tickets

\$250

### STRIKE SPONSOR

- Logo on banner
- 2 event tickets





# Resource Sponsorships



## LITTLE FREE PANTRY

Help us keep our Little Free Family Pantry stocked!

Our families access it daily on our property for baby food, formula and shelf stable food. Located at the traffic light on Barnett Shoals, your logo is highly visible as a partner in our community!

\$250 per quarter

Monthly donations are always available on our website.

## FAMILY RESOURCE CLOSET

Often a family's first introduction to Brightpaths is our resource closet, which runs primarily on donations, an Athens Area Diaper Bank partnership and personal sponsorships.

Your logo is displayed on the door of the closet for all shoppers to see that month, with recognition on social media.

\$250 per month

\*in-kind available





# brightpaths



“I wish I would have had [Brightpaths] for our first baby. I never would have lost custody.”

“I’ve learned a lot from this program...it’s not only somebody I can talk to and confide in, but somebody that helps me be a better mom...learning how to better empathize with my child, and better understand him and his signals and his signs, and that helps with me being able to help him.”



“Those community connections are one of the resources we are able to offer our families and are just one of the things that makes Brightpaths programs exceptional.”



**telecom**  
INNOVATIONS

**ROYAL & CROSS, LLC**  
— FAMILY LAW —

O CONEE  
PRINTING



Platinum  
Transparency  
2025  
Candid.

1450 Barnett Shoals Rd, Athens, GA 30605  
706-546-9713 | info@pcaathens.org  
www.brightpathsathens.org



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