

EMPOWER UP

2017

SCALE X DESIGN

CHALLENGE

2 DAYS IN NYC



THE CARE SCALE X DESIGN CHALLENGE is bringing together social entrepreneurs, investors, corporate executives and development practitioners to celebrate and reward proven and promising programs to combat and reduce the underlying causes of poverty. This event is the pinnacle of CARE's first-of-its-kind Accelerator to innovate faster, scalable paths aiming to change the lives of 200 million people by 2020.

WEDNESDAY, JANUARY 25 *Evening – Opening Dinner*

An invitation-only, curated culinary experience with dynamic conversation that previews the work of the CARE Scale X Design Accelerator teams, the event showcases the success of mature CARE entrepreneurs and invites hand-selected donors and key influencers to share their insights on how we tackle global issues at scale.

THURSDAY, JANUARY 26 *Morning/Day – Social Entrepreneurship & Innovation Workshops*

Come with your colleagues to engage in a day of group discussions about how to identify and scale solutions to our world's greatest challenges with industry experts, companies, designers and social entrepreneurs. Participants will collaborate with SXD finalist teams to workshop around their key challenges and opportunities.

THURSDAY, JANUARY 26 *Evening – Pitch Night & Celebration*

Be inspired by the exciting, refined pitches from the CARE Scale X Design Accelerator teams who are changing the lives of millions and witness the announcement of the award winners.

BE SEEN

In addition to the 500 targeted participants, sponsors will be associated with **CARE's brand which generated 8.6 billion earned media impressions in 2015, and our social media following of 1.1 million fans and supporters across multiple channels.** For example, one campaign generated 90 news features across TV, web, radio and print, making more than 500 million media impressions. CARE's strong advocacy work and brand recognition continues to generate high-profile opportunities, like most recently partnering with first lady Michelle Obama and the Let Girls Learn initiative.

SCALE X DESIGN CHALLENGE

Sponsorship Information

Chris Wolff

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SCALE X DESIGN CHALLENGE

Event Planning

Cybil Lieu

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SCALE X DESIGN ACCELERATOR

Accelerator Management

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CHALLENGE

DESIGN
FOR
CHANGE

SPONSORSHIP BENEFITS

	PRESENTING \$500,000	GOLD \$250,000	SILVER \$100,000	BRONZE \$50,000	FRIEND \$25,000
Exclusive title as Presenting Sponsor, with top recognition on the sponsorship hierarchy.	✓				
Meet with CARE's Brand and Communications teams to design a marketing plan to cross-promote the company's support and involvement with the Scale X Design Challenge.	✓				
Opportunity to provide your logo-branded tote bag for all participants.	✓				
Executive speaking opportunity during the two-day event.	✓	✓			
Opportunity to host a booth or table.	✓	✓	✓		
Social media mention of your corporation as our sponsor.	✓	✓	✓	✓	
Logo-branded promo item provided by your company to participants.	✓	✓	✓	✓	✓
Company listed in the CARE annual report and on care.org.	✓	✓	✓	✓	✓
VIP ticket to all exclusive events involving New York City investors, thought leaders and other special guests.	✓	✓	✓	✓	✓
Tickets for company representatives to attend all Scale X Design events in New York.	10	8	6	4	2
Corporate logo recognized within sponsorship tier in all Scale X Design Challenge on-line and off-line materials and press releases.	✓	✓	✓	✓	✓
Signage, including placement on the Step and Repeat, retractable banners and on-screen.	✓	✓	✓	✓	✓

ABOUT CARE

Founded in 1945 with the creation of the CARE Package®, CARE is a leading humanitarian organization fighting global poverty. CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to lift whole families and entire communities out of poverty. Last year CARE worked in 95 countries and reached more than 65 million people around the world. Visit care.org

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