



# 2022 FAMILY FIELD DAY OF PLAY

SUPPORT LEARNING THROUGH PLAY IN YOUNG CHILDREN



# LEARNING WITH **PLAY**

## POTENTIAL FOR YOUNG CHILDREN

**WE ARE FOUNDED ON** the premise that play is beneficial to a child's learning. The early years are crucial to the development of children as individuals. Through play, they're allowed to author their own learning process. Play offers children opportunities for exploration, discovery, social and emotional development, and learning through all the senses.

**IN A STATE WHERE** only 1 in 4 children are sufficiently ready to enter kindergarten, it will take all of us to make high-quality play learning experiences, in and outside school, accessible to all children without regard to race, economic status, or residency. We work to increase these learning opportunities for children and families where many historically have not had access to family-serving cultural institutions and natural spaces.





**RESEARCH SHOWS:** children regularly engaged in play build academic skills, have lower obesity rates and better mental health outcomes, and acquire important life skills including problem solving and creativity.

## ABOUT THE DAY OF PLAY

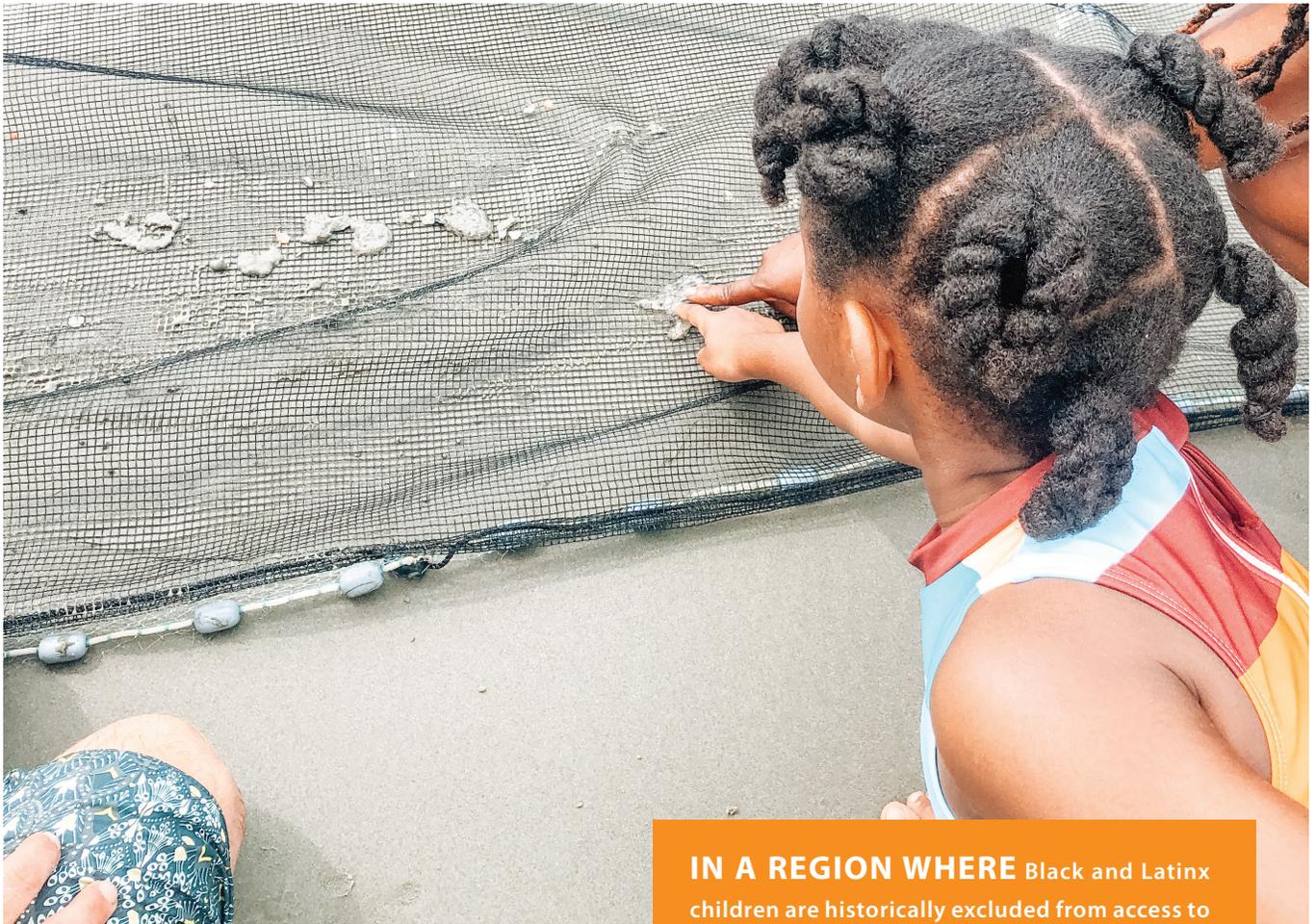
**THE 2022 FAMILY FIELD DAY OF PLAY** is our inaugural fundraising event to celebrate the power of culturally relevant play that supports the development of young children—especially historically excluded communities—through exploration and discovery.

**FROM 10 AM TO NOON SATURDAY, OCTOBER 22**, young children of 100+ families will enjoy immersive play learning experiences at internationally known nature preserve Cypress Gardens, where portions of multiple TV shows and movies have been filmed. Activities provided by our Play Partners will range from fun with STEM (science, technology, engineering, math) and the creative arts, the Children’s Museum of the Lowcountry’s Pop-Up Tinker Shop, live bunny snuggles, and a community baby shower, to traditional field day fun like balloon tosses, hula hoop contests, and potato sack races.



**SIGN UP**

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**IN A REGION WHERE** Black and Latinx children are historically excluded from access to high-quality early childhood education, only 1 out of 4 are ready to enter kindergarten... compared to 1 out of 2 White children.

## ABOUT THE PLAYERS

**TRI COUNTY PLAY COLLABORATIVE** is a unique partnership between Berkeley, Charleston, and Dorchester County First Steps agencies, who serve as a bridge for ten Play Partners: cultural institutions including libraries and an art museum, children's museum, playhouse, urban farm, homestead, swim academy, forest & wildlife sanctuary, and children's garden.

**WE HAVE PROVIDED** meaningful play experiences to 500+ diverse young children and families since February 2022, along with professional training for 100+ early childhood professionals in our community. This autumn, we are on track to reach an additional 500 children and collaborate with our Play Partners—who reach 100,000+ children annually—to create their own culturally relevant and immersive play experiences specifically for families with young children age 0-5.



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#### EVENT GOALS

100+ FAMILIES WITH YOUNG CHILDREN

20+ NEW PLAY PARTNERS

20 NEWLY CONNECTED ORGANIZATIONS

to increase children's access to play learning

## ABOUT THE OPPORTUNITY

**SPONSORING THE 2022 FAMILY FIELD DAY OF PLAY** is not just a one-day instance, but an ongoing investment in providing learning play experiences at no cost to underserved children and families, both inside child care centers and at a variety of world-class cultural institutions across the tri-county region. You'll also be helping to increase the quality of its early education, as we continue to train early educators on culturally responsive promising practices.

**BY SPONSORING** this event, you'll also enjoy the opportunity to connect with Black and Latinx families and communities, support culturally relevant play experiences, and increase access to them by helping enrich collaboration among cultural institutions in our region. You will have the pleasure, too, of knowing you are helping hundreds of underserved children to build a foundation of skills that will enable their success throughout their lifetimes.



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# SPONSOR SCORECARD

	<b>PLAY</b> \$25,000	<b>FROLIC</b> \$10,000	<b>SWING</b> \$7,500	<b>CATCH</b> \$5,000	<b>THROW</b> \$2,500	<b>JUMP</b> \$1,000	<b>RUN</b> \$500
<b>NEWSLETTER</b> Logo in year-end e-newsletter	✓	✓	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA</b> Post & story on Facebook & IG	✓	✓	✓	✓	✓	✓	
<b>SIGNAGE</b> Sign on 1 field day activity	✓	✓	✓	✓	✓		
<b>PODCAST</b> Leadership feature	✓	✓	✓	✓			
<b>TABLE</b> Info table at event	✓	✓	✓				
<b>PLAY DAY</b> Custom small group play day	✓	✓					
<b>TITLE</b> Event named for you	✓						



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