TRIANGLE TRUCK DAY

BRIGHT HORIZONS COMMUNITY EVENT 2018

TRUCK DAY

For Bright Spaces®

ABOUT US

We are looking for partners to provide vehicles/ trucks for our Truck Day so that the children and families can have a fun and interactive day exploring the vehicles. By participating in our Truck Day, you are partnering with Bright Horizons and the entire RTP community in helping to support children and families in crisis. This is a great opportunity to promote your business. The event is open to all Bright Horizons families and the community. Your business will also be recognized as a participant in all promotional materials.

For additional information contact Tori Naylor at tori.naylor@brighthorizons.com.

EVENT DETAILS

Date: Saturday November 3rd, 2018
Time: 10:30am-12:30pm
Location Name: Bright Horizons at Harrison Park
Address: 800 Weston Parkway Cary, NC 27513

FUNDRAISING GOAL

All proceeds from the event will go to the Bright Horizons Foundation for Children, a nonprofit organization focused on brightening the lives of children and families in crisis. Their goal is to make the world a better place by creating comforting spaces for children to grow and play, strengthening families, and supporting our communities.

AUDIENCE METRICS

- 2017 Triangle Truck Day had over 1,000 in attendance.
- This event targets families in the Triangle community with children ages 0-12 years old.
- 2017 Triangle Truck Day raised over $2,800 for The Foundation for Children. This year's goal is $3,000.







TRIANGLE TRUCK DAY

BRIGHT HORIZONS REGIONAL EVENT 2018

MEDIA OUTREACH

- Local magazine and/or newspaper advertisement.
- Social media blasts and promotions.
- 5,000 flyers distributed to the local community and in each of our schools.
- Event listed on multiple community event calendars.
- Outreach to local mommy groups & blogs.
- Email blast sent to all enrolled and prospective families in each of ours schools.

2.5+ 24k+ 3k+

Bright Horizons® FOUNDATION FOR CHILDREN®





WHAT IS A BRIGHT SPACE?

Bright Spaces are safe, enriching, and nurturing places in homeless shelters, domestic violence shelters, and other agencies where children and youth in crisis:

- **Build caring relationships**
- **Heal from trauma through play**
- **Experience the joy of childhood**

HOW BRIGHT SPACES HELP

Bright Spaces create special places where trauma-impacted children and families can receive services that promote healing. Created in partnership with homeless shelters, domestic violence shelters, and other agencies, our Bright Spaces are unique hubs for nurturing and stimulating activities. In a Bright Space, children can play, families can gather, and agency staff can provide programming and services to families in need. Our goal is to create a safe, supportive atmosphere where children can build resilience and bond with their family and other caring adults.

LOCAL BRIGHT SPACES

- USO of NC at Raleigh International Airport (pictured left)
- RTP Healing Place in Raleigh, NC
- Raleigh Rescue Mission in Raleigh, NC
- Durham Rescue Mission in Durham, NC
- Agape Corner in Durham, NC
- My Sister's House in Charleston, SC

BRIGHT SPACES®

TRIANGLE TRUCK DAY

APPLICATION

Bright Horizons
FAMILY SOLUTIONS®

BUSINESS NAME/ORGANIZATION/GROUP:

_____

CONTACT NAME & EMAIL:

_____

MAILING ADDRESS:

_____CITY:_____

STATE:_____ZIP:_____

DESCRIBE YOUR BUSINESS/ORGANIZATION. WHAT KIND OF VEHICLE YOU WILL BRING AND HOW WILL CHILDREN INTERACT WITH THE VEHICLE?

_____

_____

_____

_____

_____

_____

WILL YOU NEED ELECTRICITY: YES OR NO

WILL YOU BE PROVIDING A CHILDREN'S ACTIVITY AT YOUR BOOTH: IF YES, PLEASE DESCRIBE BELOW:

_____

_____

WIILL YOU BE PROVIDING A PRIZE FOR THE GIVEAWAYS/RAFFLES (RECOMMENDED):
YES OR NO

_____ FACEBOOK URL

_____ TWITTER HANDLE

PLEASE ATTACH COMPANY LOGO AND WEBSITE TO BE USED IN PRE/POST MARKETING

PLEASE RETURN TO TORI NAYLOR VIA EMAIL TORI.NAYLOR@BRIGHTHORIZONS.COM