fatherhood365

never miss a day

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Campaign

From playing in the yard, and working on homework, to cooking dinner together, Fatherhood 365 highlights the important role fathers play in their children's lives. Local fathers are encouraged to submit family photos capturing candid and special moments with their children. Each week the VOICE will select a photo to be featured in its print edition as the "Father of the Week." And on Father's Day the VOICE will release a Father's Day calendar and host an event honoring the featured dads. The Father's Day Event will celebrate fathers on Father's Day and allow families selected for inclusion in the calendar to fellowship.







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Brown Publishing & Communications

+

52 STREET POSITIVE®





About us

Brown Publishing and Communications is a multi-platform media company, which includes news weekly print and digital editions, two websites, six social media sites, and a strategic communications firm specializing in community outreach and engagement, with a combined reach of 70,000.

With a shortened name and expanded editorial coverage of the diverse Inland Empire community, the VOICE, a colorful weekly news magazine reaches the region's influencers, community leaders, and elected officials. Building on it is 42 year history; the VOICE continues to tell stories that help build better communities in Riverside, and San Bernardino.

Fatherhood 365 is in partnership with Street Positive an award-winning program that advocates various prevention and intervention campaigns among parents and youth. Since 2007 the organization has hosted The Million Father March to encourage fathers to stay committed to the educational lives of their children on the first day of school and throughout the school year.

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Sponsorship

Join us as a sponsor. Sponsors will not just be mentioned in the calendar, but have ad space on our digital, social media, and newspaper.

Levels	Description	Availability	Price
365 Title Sponsor *Father's Day event presenting sponsor*	Company logo included on all collateral event, and calendar materials. Banner on the Voice digital, website, and paper.	1	$60,000
Calendar Cover Sponsor	Company logo will be included in the calendar, the Voice digital, and the website	3	$5,000
Father of the Month Calendar *Father's Day table sponsor*	Will receive a table at the event. Company Logo in the Voice newspaper. Banner with the logo on the digital, and the website	12	$2,500
Newspaper Dad of the Week half page/full page	Company logo in the Voice newspaper. Logo on a banner with the logo on the digital, and the website.	52	$250/ $500
Calendar Special Events	Briefly share your story or special event details with the community.	48	$250
Calendar Milestones	Reserve a special day on the calendar.	unlimited	$25
Calendar Distributor	All proceeds from calendar sales will directly benefit your organization.	10,000	

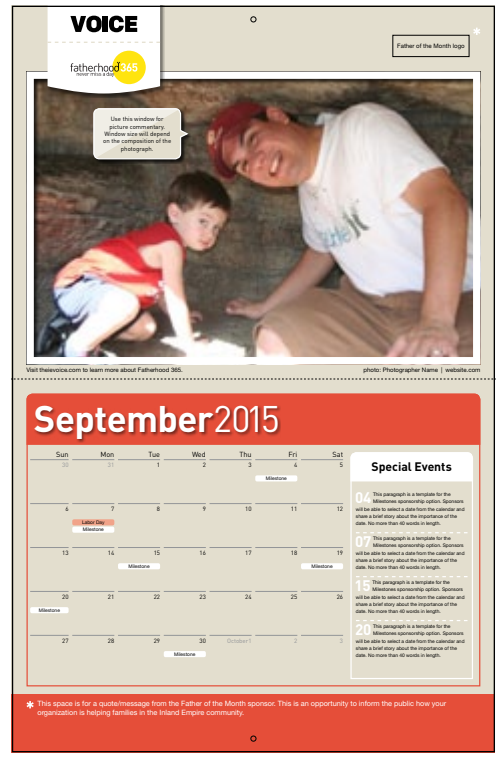
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Project examples

Dad of the Week



Calendar design



Digital publications





Dad of the Week

Local fathers are encouraged to submit family photos capturing candid and special moments with their children. Each week the VOICE will select a photo to be featured in its print edition as the “Dad of the Week.”

Return to Project examples

Fatherhood 365 sponsored by



National Fatherhood Initiative Aims To Increase Father Involvement

Twenty-four million children in the United States live without their biological father at home. And unfortunately, many excellent social service programs focus mainly (or solely) on resources for mothers and children. But what about skill-building for fathers? How are they being served?

From your organization's intake forms, to the attitudes and behaviors of staff, to the family programs offered, it's important to consider father-focused programs and resources in your work. Often, increased father involvement is a "means to an end" because an involved father brings many benefits to mothers and children.

So, you're convinced you need to do something for dads. But now you may be asking:

What should we offer fathers?

How do we start a fatherhood program and recruit dads?

How can we keep and build up dads once we get them involved?

Enter National Fatherhood Initiative's low, medium, and high intensity fatherhood skill-building resources that help you customize fatherhood programs to engage dads in a way that is unique for your organization and setting. You choose your implementation strategy - NFI provides you with the approach and tools to create a cohesive and effective fatherhood program.





Dad of the Week sponsor logo

Company logo in the Voice Newspaper.

Calendar design

On Father's Day the VOICE will release a Father's Day calendar and host an event honoring the featured dads.



Father of the Month sponsor logo

The top-right corner of the calendar is reserved for this sponsorship level.

Milestones

Share your special occasion with the community. These include brithdays, graduations, etc.

Special Events

Briefly share your story or special event details with the community.

Father of the Month sponsor message

The Father of the Month sponsor has an opportunity to share a messge with the community.

Return to Project examples

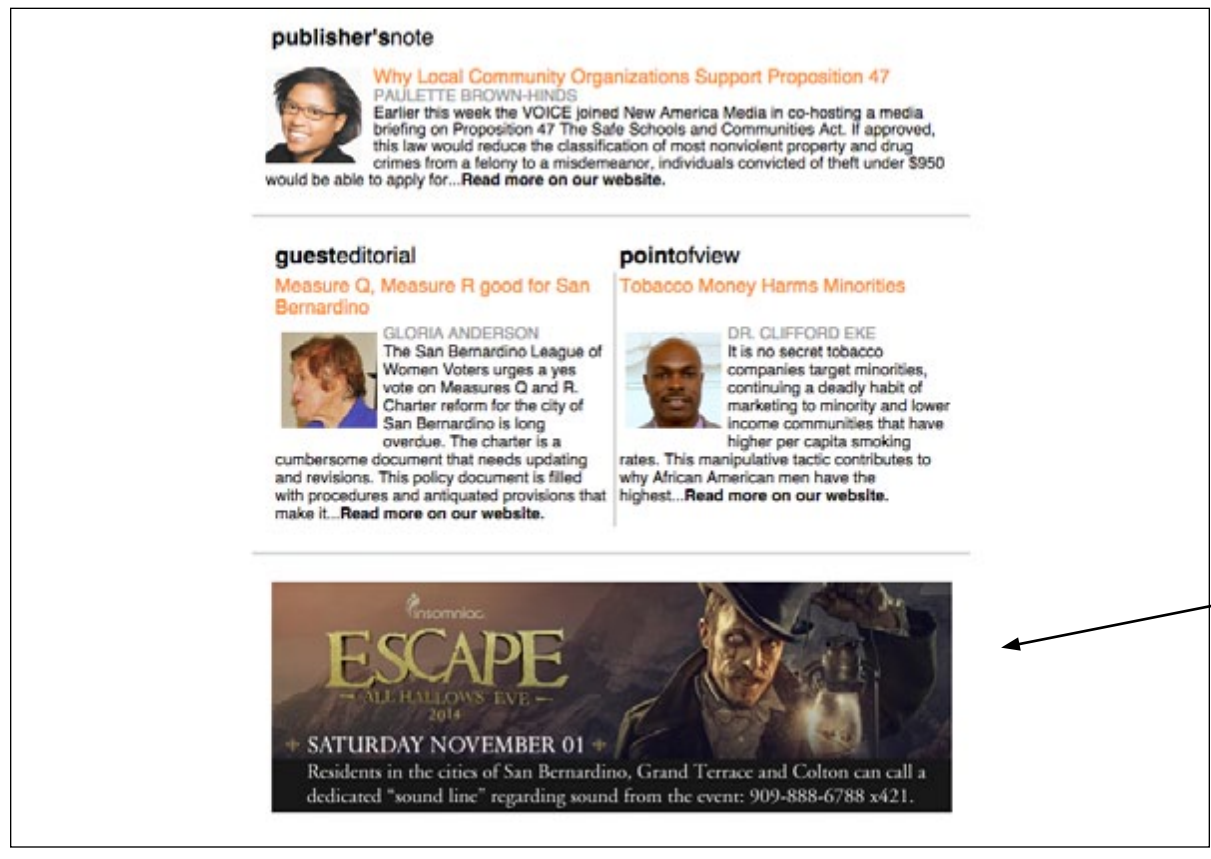
Digital publications

In addition to sponsoring one month of the calendar project. Your contribution will secure ad placement on our digital platforms as well.



Website ad placement

Ad appears on theievoice.com above the primary navigation bar.



Digital newsletter ad placement

Our newsletter is distributed weekly to over 5000 active contacts.

Return to Project examples

Contact Information

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