

# Take Our Children to Work Day



In partnership with a diverse group of organizations, Tuesday's Children's Take Our Children to Work Day program is held each year. This program offers a unique opportunity to participate in a valuable workplace experience that allows a young person to envision their future through a practical, hands-on work day at a venue of their choosing. Since its inception, over 1,100 children and 110 corporate partners have come together for a day of opportunity, creativity and inspiration.

## Who We Are

Tuesday's Children has made a long-term commitment to meet the needs of every individual impacted by the events of September 11, 2001. We provide support at each and every stage of life through innovative, needs-based programs and mental health support. Tuesday's Children's strength is building community which has a profound and positive impact on collective healing.

## History

Tuesday's Children realized how important National Take Our Children To Work Day is for the children who lost a parent on September 11th, not only for them to explore and experience possible career choices, but also so that they would not be left out as their friends and classmates joined a parent in this annual national program.

## Program Description

Children, ages 8-18, are matched for a day with a company or organization that they would like to learn more about. Career choices include fashion, sports, media, marketing, television, culinary arts, law, medicine, arts and entertainment. Each child meets at a centralized NYC location and is guided by chaperones to their placement for the day. Parents remain at the location and participate in a unique "Lunch and Learn" program facilitated by experts in areas such as nutrition, wellness, parenting and other topics that evolve with their needs.

## Program Partners

A/X Armani Exchange, American Express, Beacon Restaurant, Blue Man Group, CNN, Coach, DKNY, Emmis Kiss FM Radio 98.7, Humane Society of NY, Madison Square Garden, Michael Kors, Viacom/MTV Networks, National Hockey League, NYC Commission on Women's Issues, NYPD, Ogilvy&Mather, Teen Vogue, Silverstein Properties (WTC) and many others.



*"It was absolutely our pleasure to work with you all for 'Take Our Children to Work Day'. It was inspiring to be a part and to have the children in our workspace for the day"*

*- Jason, Host from Iraq and Afghanistan Veterans of America (IAVA)*

*"It is so much fun to see her enjoying something so much. Emily is already looking forward to other Take Your Child To Work Days in the coming years, and she has her little brother all excited to participate too. I cannot thank you all enough for creating these opportunities for my kids. There is no way that I could provide them with an experience like that and I am so grateful to all of you who make such fantastic things happen for them!"*

*- Sheryl, Mom*

*(to host) "Your words have encouraged me to continue pursuing my dreams of going into the fashion-merchandising industry. To receive advice from someone so established is truly a once-in-a-lifetime experience, and I feel incredibly lucky to have witnessed it."*

For more information or to participate, please email [Denean@tuesdayschildren.org](mailto:Denean@tuesdayschildren.org) or call 212.332.2980.

# Take Our Children To Work Day Sponsorship Menu



**Exclusive Sponsor—\$30,000** | Covers entire cost of the program

Sponsorship package includes:

- Listing as Exclusive Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Press release issued
- Social media campaign

**Premier Sponsor—\$15,000** | Covers cost of venue rental, breakfast and lunch

Sponsorship package includes:

- Listing as Premier Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Mention as sponsor in press release about the program
- Social media campaign

**Presenting Sponsor—\$10,000** | Covers cost of participant kids, program materials, and supplies

Sponsorship package includes:

- Listing as Presenting Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Mention as sponsor in press release about the program
- Social media campaign

**Prime Sponsor—\$5,000** | Covers cost of transportation

Sponsorship package includes:

- Listing as Prime Sponsor on all press and program collateral
- Inclusion of logo on program media: thank you gifts, backpacks
- Mention as sponsor in press release about the program
- Social media campaign

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