



2024 SPONSORSHIP PROSPECTUS



Your organization's guide to making a difference for Oklahoma's children.

OICA Improves our State for Children, and More Can Be Done with Your Help

It often feels like children are “outside the building looking in” when it comes to policies which help improve their lives at the Oklahoma State Capitol. We have many lawmakers who want to provide better opportunities for youth, but they need the data to make the case and the connections with youth-serving programs to provide the stories. This is where the Oklahoma Institute for Child Advocacy comes in and is so valuable as a resource, both for policymakers and those serving the children of our state.

Please accept this document to increase your knowledge of what is done in our state by the OICA. Over the next few pages, you will see the work that we do, and the potential for so much more that can be done with the help of advocates across the state. Through the work done by advocates, coordinated by OICA, we have improved the quality of life for children and families by submitting ideas to lawmakers for suggested policies, helped improve filed bills by suggesting amendments to legislators, and battled to stop legislation which would be detrimental to children. Our work is data-driven, and our Board of Directors, made up of leaders from across the state, takes very moderate positions based on research and peer-reviewed data.

In the next calendar year, OICA will re-establish our advocacy training program, formerly called the Kids Count Leadership Forum, to now be named the Advocacy Boot Camp. This program, held over the course of several meetings in various locations across the state, will invite 30 advocates from varying levels of involvement to take part in training that will enhance their knowledge of the state governmental system, advocacy concepts, and the differences seen across the regions of our state. We are inviting business leaders to sponsor this, which will secure a position in the camp for an employee working in a leadership role. The Advocacy Boot Camp will teach participants how to fully engage with policy and lawmakers.

In addition, our Kid Governor® program, in the second year of partnering with the Connecticut Democracy Project, will offer free lesson plans to 5th grade educators to assist them in teaching their students about basic civics and the need for students to become engaged as they grow older. One student annually will earn the right to be the Oklahoma Kid Governor® and share their platform of ideas around the state with their peers, lawmakers, and civic organizations. Through this endeavor, we champion the voice of Oklahoma’s children to offer ideas for improvement and encourage them to grow active in the political system.

We have served Oklahoma for 40 years. With your help, OICA will continue to expand our reach throughout the state to provide connection to the Oklahoma State Capitol for a network of youth-serving organizations. Each, with their own important mission, needs that relationship with lawmakers to prevent harmful policies and explore positive changes to improve their opportunities. Our team of legislative advocates at the Capitol working directly with OICA provide weekly information to our network to keep them fully informed of conversations occurring.

Together, we can make Oklahoma the state we desire and that our children deserve. With your help, this will happen faster and better serve our youth today.



Our Mission – Our Charge

The Oklahoma Institute for Child Advocacy (OICA) has transformed lives in our community for four decades. OICA is a 501(c)3, non-partisan organization that engages in policy, while equipping advocates with the tools for success. Our core mission is to create awareness, take action, and support policy to improve the health, safety, and well-being of Oklahoma's children.

OICA was launched in 1983 by a group of citizens as the result of an investigative report by the national news media which exposed a horrific story of cruelty and abuse experienced by Oklahoma children who were in the state's custody. That media report, "Oklahoma Shame," spurred child advocates from every corner of the state into action to create an organization whose mission was to ensure the protection of Oklahoma's children.

For almost four decades, OICA has been informing and educating state policymakers and other citizens on the importance of investing wisely in children and families. We understand that when children thrive, our state thrives. Whether working with state policymakers and agencies, or with health, education, business, and community organizations across our state, Oklahoma's children - and our state's economy - are reaping the benefits of the work we do together as voices for Oklahoma's future.



How Can You or Your Organization Help?

Detailed in this prospectus is the range of advocacy events and fundraising efforts for which your support and sponsorship can be a fantastic way to reach an engaged and motivated audience of child advocates across Oklahoma.

Your support and sponsorship will show these advocates and the entire state that you or your organization are committed to Oklahoma's children! All our sponsors are listed in advertising for our events, promoted on social media, and in event materials, so your support will be front and center.

Sponsorship Package Suggestions

Hero for Children Option \$25,000 includes:

- \$10,000 (4 tables) for Heroes Ball
- \$5,000 for Advocacy Boot Camp
- \$5,000 for Fall Forum
- \$5,000 for Legislative Learning Lab
- \$2,500 for Kid Governor Reception
- \$1,000 for FORE! The Children Golf Classic
- \$5,000 for Calendar Presenting Sponsor

Option 1 \$15,000 includes:

- \$5,000 (2 tables) Level for Heroes Ball
- \$5,000 Level for Advocacy Boot Camp
- \$2,500 Level for Fall Forum
- \$2,500 Level for Kid Governor Reception
- \$500 Level for FORE! The Children Golf Classic
- \$1,500 Level for Legislative Learning Lab 2024
- \$1,000 Level for OICA Desktop Calendar (4 daily pages)

Option 2 \$10,000 includes:

- \$5,000 (2 tables) Level for Heroes Ball
- \$2,500 Level for Advocacy Boot Camp
- \$2,500 Level for Fall Forum
- \$1,500 Level for Kid Governor Reception
- \$500 Level for FORE! The Children Golf Classic
- \$1,000 Level for Legislative Learning Lab 2024
- \$500 Level for OICA Desktop Calendar (2 daily pages)

Option 3 \$7,500 includes:

- \$2,500 Level for Heroes Ball
- \$2,500 Level for Advocacy Boot Camp
- \$2,500 Level for Fall Forum
- \$1,500 Level for Kid Governor Reception
- \$500 Level for FORE! The Children Golf Classic
- \$500 Level for Legislative Learning Lab 2024
- \$250 Level for OICA Desktop Calendar (1 daily page)



Why You Should Sponsor

Directly Impact the Lives of Youth. OICA works daily at the Oklahoma State Capitol during the legislative session to impact bills which affect young Oklahomans. Our work has expanded opportunities for health insurance for youth, supported policies to protect children from harmful situations, and elevated services for foster youth, those with disabilities, and young Oklahomans who want to engage in advocacy.



Show Your or Your Organization's Commitment to the Community. OICA events offer a fantastic forum to display not only your commitment to Oklahoma's children, but to the state's long-term wellbeing.

Reach a Large Audience with Repeated Impressions. Your company name and/or logo will appear on all event or program marketing materials, depending on sponsorship level, along with all post event or program appreciation materials.

Participate In a Unique Opportunity to Engage with People from the Community. Event and program attendees are captive, receptive audiences who have the time to look, listen, and hear about your products and/or services. WE create a direct path through the event or program that allows for ample room and time for attendees to fully experience your company mission and objectives.

Develop Relationships with Diverse Community Members. Events and programs provide you with a unique networking opportunity to connect with the community.



Results Made Possible by Sponsors Like YOU

The Oklahoma Institute for Child Advocacy is a force at the State Capitol because of support from generous sponsors like you. In 2023, for example, we achieved a long-time goal in the passage of High Quality Legal Representation (HQLR), which ensured children, indigent parents, legal guardians, and Native American custodians in deprived child cases will have access to legal resources. This is a critical step in breaking the cycle of abuse and neglect.

A series of initiatives at the Oklahoma Legislature were passed in 2023 with OICA's support including measures to:

- Increase teacher pay.
- Improve maternity leave for school district and state employees.
- Protect students' rights to wear tribal regalia to graduation ceremonies.
- Enhance state support for access to local fresh fruits and vegetables for consumers.

This list of successes is incomplete, though, without including bills our Board of Directors deemed harmful to Oklahoma's children that we helped prevent becoming law. Sometimes, it is just as important to stop a bad bill from becoming an even worse law as it is to pass good legislation. The insight and data-driven research OICA provides is a critical resource for lawmakers as they consider increasingly complex bills.

The stage is set for even more child-positive measures in the years ahead, but success is only attainable with support from sponsors like you! This is the symbiotic, independent role our founders envisioned. We are not beholden to a political party or a state agency; we speak for children as an independent voice.

Please examine the opportunities in the pages that follow and help us continue to improve the quality of life for Oklahoma's children through effective advocacy at the State Capitol!



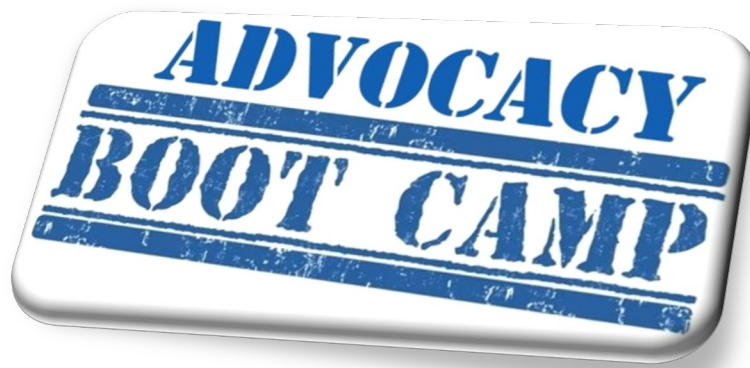


Celebrating Heroes for Children

The Heroes Ball is OICA's premier annual event, recognizing those exemplary advocates working on behalf of Oklahoma's youth. This gala is held each July, and it is our most visible event with hundreds of engaged guests in attendance. The list ranges from civic and political leaders to child advocates representing youth-serving organizations and business leaders involved in their communities. In 2023, the Heroes Ball saw more than 450 people gather to celebrate the good work benefitting our youth.

Sponsorship of the event includes tickets and recognition at the event, along with promotion on social media and our thank-you ad placed in *The Journal Record*. Additionally, a Sidekicks Ball is held for children ages six to twelve years old who have adults attending the Heroes Ball, which includes activities for the children and a "Superhero School" for them to learn about different comic book characters.





Where Advocates Come to Learn

Created in 1994, OICA's Oklahoma's Kids Count Leaders has been re-branded as the **Advocacy Boot Camp**. The event will be an opportunity for advocates, and those wishing to become advocates, in the early childhood community to be trained how to be an effective voice. Made possible with a start-up grant from the Potts Family Foundation, the curriculum will include:

- Lessons in effective policy development and promotion.
- Working with the media to get the message to a wide audience.
- The development of data-driven policy proposals.
- Understanding the impact of trauma.
- Learning the tools of successful advocacy.

The first camp is tentatively set for Nov. 8, 2023, the camp will be a full day at the Oklahoma State Capitol. Session classes will include:

- The Power of Nonprofit Advocacy.
- The Legislative Process, People, and Policy Change.
- The Legislative Campaign: Organize, Build Support, Engage Partners.
- Understanding the State Capitol.

Beginning in 2024, the program will expand to include several training sessions in locations across the state, with participants visiting destinations to learn about advocacy in regions and hear from professionals on how to be more effective in their individual and combined efforts. Participants will create and implement a community project, or work to improve an existing program, which will benefit children. A teamwork atmosphere will help build a network of advocates each year as the classes will have an annual reunion filled with fun and encouragement from alumni and existing classes.





Knowledge is Power

OICA's Legislative Learning Lab is another opportunity for advocates to learn more about the complex operation of state government. Held just before the annual session of the Oklahoma Legislature, and concluding with a panel discussion on the governor's "State of the State" address, this is the training that most legislators should get but often do not receive.

It is an unmatched opportunity to educate, inform, and empower advocates from all over Oklahoma to be well-prepared to follow and engage during Oklahoma's legislative session and beyond. Attendees are highly engaged and motivated – a great target audience for information about your company or organization.





Building Better Citizens in the Classroom

Oklahoma's Kid Governor® is a national award-winning civics program created by The Connecticut Democracy Center and led locally by the Oklahoma Institute for Child Advocacy. Fifth graders across the state learn about state government, voting, and the importance of civic engagement through a real election for Oklahoma's Kid Governor®.

Each registered Kid Governor® school is eligible to nominate one student to run for the position of Oklahoma's Kid Governor®. Each participating classroom will get curriculum materials tailored to Oklahoma's system of voting and government, including a lesson plan, digital materials, and a comic book written specifically for Oklahoma fifth graders. The curriculum, designed to give students an inside look at how the State Capitol operates, is free for participating classrooms.

Mila O'Brien of Enid is the 2023 Oklahoma Kid Governor®. She has been an effective advocate for youth mental health, making countless visits to the State Capitol, raising money for sensory tools for all fifth graders in her hometown of Enid, and promoting the importance of yoga, hosting classes in various locations across the state.

This is a program that is fully dependent on sponsorships. OICA is fortunate to have five former Oklahoma governors and their spouses as dedicated supporters. The governors – Fallin, Henry, Keating, Walters, and Nigh – host an annual fundraising reception, but we need additional support throughout the year. Kid Governor® is a great way to make a difference, with excellent visibility for you or your organization.





Where Advocates Find a Voice for Policy

OICA's Fall Forum is where the "rubber meets the road" when it comes to developing positive child advocacy. This annual forum gathers partners from across Oklahoma to help shape OICA's legislative agenda for the upcoming year.

Held in October or November each year, Fall Forum brings together advocates to hear from subject matter experts, including lawmakers, on a variety of important children's issues. The advocates also enjoy networking opportunities with other child advocacy organizations from across the state.

Breakout groups on specific subjects help develop policy proposals that are then heard by the entire group of attendees. Those proposals are discussed in the plenary session and the result of those discussion builds the foundation for OICA's "Children's Legislative Agenda," which is presented to lawmakers each session of the Oklahoma Legislature, guiding OICA's work at the State Capitol for the year.

Fall Forum sponsors are highlighted in various media, both traditional and social, and to a large and motivated group of child advocates in attendance. Further, sponsors know they have directly contributed to the development of child-centered solutions to the challenges facing many of the state's children.





Two Fun OICA Events with a Purpose



The **Chili Cookoff and Capitol Advocacy Day** is held in the State Capitol Complex each March during the annual legislative session. Chili chefs from across the state, including lawmakers and representatives of child-serving organizations, put their best chili up against each other with much networking happening during the day. After the chili is judged by actual Oklahoma Supreme Court Justices and judges from various courts, advocates are encouraged to walk the halls of the

Capitol supporting their programs and the OICA legislative agenda. There is direct visibility for sponsors and the event is also covered by local news media.

The annual **FORE! The Children Golf Classic** is held each fall at one of the state's top golf courses. Golfers from across the state gather for a day of fun and fellowship, knowing they are helping to make Oklahoma a better place for its children. Hole sponsorships, as well as gift bag sponsorships are available to put you or your organization's name in front of individuals with disposable income from across the state.





What If You Had a Day to Change the Lives of Children?

OICA's Annual Desk Calendar is a terrific way to remain top-of-mind among Oklahoma's critical decision-makers. A sponsorship for one or more days of the year, or the full calendar, will ensure you and your logo is on the desk of every elected official at the State Capitol.

Each page contains a critical statistic on the state of children in Oklahoma, the day's "child advocate" – the sponsor of the page – and one of our partner advocacy organizations. In addition, elected officials' birthdays are noted, as well as holidays and any special recognition days.

Each calendar page is posted on its day to OICA's social media platforms, increasing visibility for you and your organization. This is also an excellent way to pay tribute to someone close to you. We have pages dedicated to the memory of loved ones who have passed and many more signifying the birthdays and anniversaries of those still with us.

There are 366 days available for 2024, so make sure to contact OICA and reserve your page or pages. Sponsorship of the entire calendar is also available; it is a wonderful way to have your logo at the State Capitol every day for an entire year!



Some Sponsors You Will Join

Hon. George and Donna Nigh Hon. David and Rhonda Walters Hon. Frank and Kathy Keating Hon. Brad and Kim Henry
 Hon. Mary Fallin Christensen and Wade Christensen George Krumme Melvin Moran Jill and George Levan
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Amanda Mullins Law, PLLC



How to Become an OICA Sponsor

OICA offers a variety of sponsorship packages, and we can tailor one to fit the specific needs of you or your organization.

To make a difference in the lives of Oklahoma's children, simply call OICA CEO **Joe Dorman at (405) 236-KIDS (5437), extension 4**. Or you can send Joe an email at **jdorman@oica.org**.

It is no exaggeration to say that the future of Oklahoma's children is in your hands. By helping OICA fulfill its independent, watchdog role over state government, you can help ensure passage of positive policies and the defeat of those detrimental to children. We need you to make the difference our founders intended.



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oica.org | 405-236-KIDS (5437) | info@oica.org
OICA Coordinated Giving Codes: [CFC – 58911](#); [State - 8041](#)