



SIGNATURE PROGRAM CONNECTICUT'S KID GOVERNOR®

Kid Governor® empowers 5th graders to change the world. It is an immersive and authentic civic education program that teaches state government, elections and voting, and civic participation through the annual election of a Kid Governor. Participants research community issues they care about, create platforms to address those issues, and make campaign videos. As adults head to the polls in November, thousands of 5th graders evaluate the videos of seven final candidates for Kid Governor and vote for the student and platform they support. The student receiving the most votes is elected Kid Governor. The six other finalists become their Cabinet. They serve a one-year term and work with the CTDC to fulfill their platform and to encourage students to make a difference on the winning campaign issue. The program is in residence at Connecticut's Old State House where the historic Governor's Office now serves as the Kid Governor's Office.

The CTDC created and launched the flagship Connecticut's Kid Governor® program in 2015 and now licenses this nationally recognized program to affiliates in New Hampshire, Oregon, and Oklahoma, with growing interest in other states.

TOP-LEVEL (\$10,000 value)

LOGO PLACEMENT:

- Displayed at the entrance at the Kid Governor Inauguration Day celebration.
- On Voting Kit letter to teachers.
- On event signage for the Election Rally Bus Tour and on Meet the Candidates exhibits displayed at participating schools, libraries and at Connecticut's Old State House (high-traffic location).
- On the Library Circuit invitation and refreshments table signage.
- Displayed during pre-event livestream announcing CT's Kid Governor and Inauguration Day.

LOGO PLACEMENT AND LINK:

- In ALL Eblasts, selected social media posts, and on CTKG website and "Community Partners" page.

RECOGNITION:

- In printed Inauguration Day program.
- In printed marketing materials and press releases, including opportunities for quote. inclusion for select press releases.
- Mentions at all CTKG events, including in live streams and posted recordings.
- Custom video thanking your organization and inviting your staff to watch the Inauguration Day live stream on Facebook and YouTube.
- Named in the teacher Toolkit for classroom use, distributed to all teachers participating in the program.

OTHER

- Invitation for one representative to attend the Inauguration and recognition during opening remarks.
- Volunteer opportunities for your organization at events and program preparation.

SECOND-LEVEL (\$5,000 value)

LOGO PLACEMENT:

- Displayed at the entrance at the Kid Governor Inauguration Day celebration.
- Displayed during pre-event livestream announcing CT's Kid Governor and Inauguration Day.
- On Meet the Candidates exhibit introductory panel displayed at participating schools and libraries and at Connecticut's Old State House (high-traffic location).
- On the Library Circuit invitation and refreshments table signage.

LOGO PLACEMENT AND LINK:

- In select Eblasts, selected social media posts, and on CTKG website and "Community Partners" page.

RECOGNITION:

- In printed Inauguration Day program.
- In printed marketing materials and press releases, including opportunities for quote inclusion for select press releases.
- Mentions at all CTKG events, including in live streams and posted recordings.
- Custom video thanking your organization and inviting your staff to watch the Inauguration Day live stream on Facebook and YouTube.

OTHER

- Volunteer opportunities for your organization at events and program preparation.

THIRD-LEVEL (\$2,500 value)

LOGO PLACEMENT:

- On the Library Circuit invitation and refreshments table signage.

LOGO PLACEMENT AND LINK:

- On CTKG website and "Community Partners" page.

RECOGNITION:

- Name listed in select Eblasts and selected social media posts.
- In printed Inauguration Day program.
- In printed marketing materials and press releases.
- Mentions at all CTKG events, including in live streams and posted recordings.
- Custom video thanking your organization and inviting your staff to watch the Inauguration Day live stream on Facebook and YouTube.
- Listed on Meet the Candidates exhibit introductory panel displayed at participating schools and libraries and at Connecticut's Old State House (high-traffic location).

OTHER

- Volunteer opportunities for your organization at events and program preparation.

FOURTH-LEVEL (\$1,000 value)

LOGO PLACEMENT AND LINK:

- On CTKG website and "Community Partners" page.

RECOGNITION:

- Name listed in select social media posts.
- In select printed marketing materials.
- Listed on Library Circuit refreshments table sign.
- Custom video thanking your organization and inviting your staff to watch the Inauguration Day live stream on Facebook and YouTube.

OTHER

- Volunteer opportunities for your organization at events and program preparation

