



Campfire AFFAIR

CELEBRATING 100 YEARS OF SERVICE • JUNE 17, 2023

ABOUT WOODCRAFT RANGERS

Founded in 1922, Woodcraft Rangers has proudly served the youth of Los Angeles for five generations. From its beginnings at a time when the metro area itself was taking root, the organization has always shared an optimistic and progressive spirit with its mother city, being uniquely defined—**for a century**—for its intentional commitment to diversity, inclusion and access for all young Angelenos. Today, the agency serves over 20,000 youth from low-income communities each year in afterschool, summer and outdoor education programs, and is highly revered for its high quality, culturally relevant and responsive programs, a result of decades of experience and deep community listening practices.



WHY THE CAMPFIRE?

The campfire is both profound and magical. A place where we have communed—with nature and each other—for thousands of years of human history in every culture across the globe. It is a reverent place to sing songs, share stories, and celebrate life. Around a campfire, we come together as strangers and leave as friends.

With a light that shines through darkness and a formation where everyone sits as equals, the campfire is also an embodiment of Woodcraft Rangers' core egalitarian values of inclusion, reflection, and exploration that have served as the organization's North Star for a century. And today, as we look to rebuild a planet and society where all of us truly belong, the campfire still serves as a powerful beacon of hope.

For a century, Woodcraft Rangers has brought the age-old tradition of the campfire, both literally and metaphorically, to young Angelenos who were historically excluded from the excitement of youth programs—or *camp magic*—that every young person deserves but only Camp Woodcraft provided.

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This *camp magic* creates intentional moments where young people can transcend both labels and circumstances that might otherwise define them. The Woodcraft Way, a whole child paradigm that nurtures body, mind, spirit and service, inspires young people to develop a greater understanding of themselves and the natural and social worlds they inhabit while enabling them to explore a vast selection of subjects and activities. All Woodcraft programs embed SEL (social and emotional learning) and STEM (including earth and climate science) and operate through a JEDI (justice, equity, diversity and inclusion) lens, as the intersection of these is critical for true wellness—for the youth we serve today and those of the generations to come.

At Campfire Affair on June 17th at Calamigos Ranch, we all will experience the transcendent camp magic that only happens when you combine a majestic natural setting, delicious food, good music and great people. We will honor our Centennial Trailblazers, notable individuals who just like Woodcraft Rangers, have the integrity and commitment to follow their North Stars and forge new directions in alignment with Woodcraft Ranger's learning pathways of STEM, Arts, Sports/Wellness, Outdoor Education and Leadership.

Please join us by gathering around the campfire for one very special night marking 100 years of Woodcraft Rangers in Los Angeles and help us blaze a trail for the next 100!

Blue Sky,



JULEE BROOKS

CEO, Woodcraft Rangers



CAMPFIRE AFFAIR CO-CHAIRS

Will Adams

Celeste Ahl

Steve Canup

Eric Derrington

Ivy Draughan

Mike Hurst

Brandi Jordan

Francisco Lozano

Marie Pavlich

Courtney Smith Wiesmore

Jon Sweet

Carter W. Thicke

Marin Turney

HOST COMMITTEE

Peter Anderson

Julee Brooks

Ellen Chiang

Carlos Gutierrez

Que-Lam Huynh

Kathleen Laub

Wayne Mack

Kimberly West Isaacs





Sponsorship

OPPORTUNITIES

BASE PACKAGE BENEFITS

- Logo prominently displayed on event website and at live event
- Invitation to Happy Camper Online Panel
- Event tickets

PRESENTING SPONSOR* - \$100,000

- Premium logo positioning "Presented by" on all official materials, event signage and website
- Presenting sponsor recognition in all press materials
- Dedicated highlight of brand on gala website; support promoted via 8-week Google ad campaign
- Dedicated social media campaign designed in collaboration with sponsor marketing team
- Branded welcome banner at event threshold
- Special video and/or live message during the evening program
- Inclusion in post-event recaps serviced to media + featured on WR website and newsletter
- Exclusive teambuilding day at Camp Woodcraft with Julee Brooks, CEO and Helen Santos, Camp Director
- Logo prominently displayed on "green carpet" step & repeat
- 4 tables (32 tickets)
- + Base package benefits

EXPLORER* - \$50,000

- **Choice of custom event naming opportunity (such as Cocktail Hour Sponsor or Stargazing n S'mores After Party)**
- Dedicated highlight of brand on gala website; support promoted via 8-week Google ad campaign
- Dedicated social media campaign designed in collaboration with sponsor marketing team
- Special video and/or live message during the evening program
- Inclusion in post-event recaps serviced to media + featured on WR website and newsletter
- Logo prominently displayed on "green carpet" step & repeat
- 3 tables (24 tickets)
- + Base package benefits

PATHFINDER - \$25,000

- **Choice of custom event naming opportunity (such as Cocktail Hour Sponsor or Stargazing n S'mores After Party)**
- Inclusion in post-event recaps serviced to media + featured on event website and newsletter
- Electronic advertisement included in event run-of-show
- Dedicated social media post
- Logo prominently displayed on "green carpet" step & repeat
- 2 tables (16 tickets)
- + Base package benefits

NAVIGATOR - \$10,000

- Inclusion in post-event recaps serviced to media
- Electronic advertisement included in event run-of-show
- Dedicated social media post
- One table (8 tickets)
- + Base package benefits

VOYAGER - \$5,000

- One table (8 tickets)
- + Base package benefits





Sponsorship

OPPORTUNITIES

ADDITIONAL WAYS TO SUPPORT THE EVENT:

CENTERPIECE SPONSOR \$5,000	<ul style="list-style-type: none">• Branded table card at each centerpiece with "centerpieces provided by"
HALF TABLE SPONSOR \$2,500	<ul style="list-style-type: none">• 4 tickets to Campfire Affair gala• Logo and tribute ad included on live event presentation
TRIBUTE SPONSOR \$1,000	<ul style="list-style-type: none">• Logo and tribute ad included on live event presentation at Campfire Affair gala
LOGO SPONSOR \$500	<ul style="list-style-type: none">• Logo included on live event presentation at Campfire Affair gala
INDIVIDUAL TICKET \$250	<ul style="list-style-type: none">• One ticket to Campfire Affair gala



A la carte options. Sponsorship base package benefits are not included.



20,000
Youth served annually

100 YEARS OF
youth development

6 MILLION
mentorship hours
provided annually



750
STAFF MEMBERS

90
AFTERSCHOOL SITES



4,000
youth in summer
programs

180
days a year in
Afterschool
Programming

42
schools served
through Summer
Day Camp

40
years of
Afterschool
Programs

 **99%**

of Woodcraft Parents were Satisfied or
Extremely Satisfied with Program Design

 **94%**

of Middle and High Schoolers grew
their SEL skills in one year of WR program