

**Franklin-Williamson County Positive Youth Development**  
**[www.SISchoolExpo.com](http://www.SISchoolExpo.com)**

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Re: Southern Illinois Back to School Expo | July 25, 2026

Greetings!

The Franklin-Williamson County Positive Youth Development Action Team (FW-PYD) is pleased to announce that the Southern Illinois Back to School Expo will be returning to host its 7th annual event! This expo is a pivotal event in our community and the FW-PYD team is grateful for the opportunity to host it again in 2026. Thanks to the generous contributions of our esteemed event sponsors we have historically been able to host this event for FREE to all Southern Illinois community members. In doing so we have provided Southern Illinois youth and families with the FREE care, resources, and connections that they need to thrive throughout the school year. With your continued support, we are prepared to make this year's Southern Illinois Back to School Expo the most impactful yet.

Mark your calendars for Saturday, July 25th, 2026 as we gather at The Pavilion in Marion. This event will be held for FREE to all youth and families. Youth will be provided dental exams, eye exams, school physicals, school supplies, backpacks, and clothes. While visiting the expo families can bond and enjoy snow cones, visit one of our food trucks, play on the inflatables, take a train ride, visit a resource table, or enjoy some face painting. For more details, please visit our website at [www.SISchoolExpo.com](http://www.SISchoolExpo.com)

We have enclosed sponsorship information presenting a unique opportunity for your organization to align with a meaningful cause while reaping marketing benefits at every level of engagement. **The Sponsorship Commitment Form and payment must be received by May 1, 2026 to be included in marketing materials.**

On behalf of the FW-PYD, we thank you for your consideration and support!

Warm Regards,

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## ORGANIZATIONAL OVERVIEW

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### POSITIVE YOUTH DEVELOPMENT

The Franklin-Williamson County Positive Youth Development Action Team is a coalition of service providers and community resources under the umbrella of the Healthy Southern Illinois Delta Network. The overall goal of our organization is to support and promote positive youth development in Franklin and Williamson Counties through prevention programs and services, networking, collaboration, and raising public awareness of resources devoted to the well-being of young people. FWPYD is associated with the Southern Illinois Community Foundation who serve as the Fiscal Agent for the organization overseeing all finances.

### SI BACK TO SCHOOL EXPO

The FWPYD hosts this annual free event to support youth and families in Southern Illinois as they prepare to go back to school. This event provides a variety of free resources, including backpacks, school supplies, dental and eye exams, school physicals, and haircuts. Additional free resources and activities to visit include food trucks, consignment clothing shopping area, games and inflatables, and a resource fair to connect families with local support and services. The aim is to foster healthy youth and family development, raise awareness of available support, and provide families an opportunity to bond and strengthen their family unit. The resource fair is a key component, offering information on community resources to aid family success. This event is supported by donations from local agencies and organizations.

### BY THE NUMBERS

5K

Attendees at 2024 Event  
Even more are expected in 2026!

30K

The total number of people impacted by this event through the years.

20K

The cost of the food distributed at this event to fight food insecurity

\$0

The cost to attend and receive services at this event. It's all FREE!

### SPONSOR BENEFITS

- Exclusivity
- Speaking Opportunity
- Logo on Flyer
- On-Site Signage with Logo
- Inclusion in Television Commercial
- On-Site Radio Interview
- Vendor Booth
- Social Media Mention(s)



# Southern Illinois Back to School Expo



Save  
the Date:

**July 25th | 9am - 1pm**  
**@ The Pavilion in Marion**

*(1602 Sioux Dr. Marion, IL 62959)*

Hosted by the Franklin-Williamson  
Positive Youth Development Action Team  
Learn More: [www.SISchoolExpo.com](http://www.SISchoolExpo.com)

Contact us to become an exhibitor or sponsor,  
Christie at [crodgers@roe21.org](mailto:crodgers@roe21.org)  
or Carrie at [carrie@jchdonline.org](mailto:carrie@jchdonline.org)



## SPONSORSHIP LEVELS

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### Gold Sponsor

\$10,000+

- ◆ Exclusivity per Industry (Four Total Available)
- ◆ Premier Booth Space at Event
- ◆ Radio Highlight and Interview the Day of the Event
- ◆ Sponsor Logo on Event Flyer
- ◆ Sponsor Logo on Event Signage
- ◆ Highlighted in Event TV Commercial
- ◆ Social Media and Website Spotlight of Sponsor

### Silver Sponsor

\$5,000+

- ◆ Booth Space at Event
- ◆ Distribution of 1 Marketing Item in Backpacks
- ◆ Sponsor Logo on Event Flyer
- ◆ Sponsor Logo on Event Signage
- ◆ Name Included in all Media Releases
- ◆ Social Media and Website Spotlight of Sponsor

### Bronze Sponsor

\$2,500+

- ◆ Booth Space at Event
- ◆ Distribution of 1 marketing Item in Backpacks
- ◆ Logo on All On-Site Signage
- ◆ Recognition on Social Media and Website

### Activity Sponsor

Varies

- ◆ Logo on Signage near Activity Area
- ◆ Recognition on Social Media and Website
- ◆ Activity Areas Include: Balloon Artist (\$350), Train Rides (\$500), Snow Cones (\$2,000), Volunteer/Vendor Lunch (\$2,000), Foam Party (\$3,000), Inflatables (\$4,500), Food Truck Vouchers (\$10,000), and Clothing Vouchers (\$10,000).

\*All activities are Exclusive Except for the Food Truck Vouchers and Clothing Vouchers with Three Sponsorships per Area Available.

# Back to School Expo

July 25, 2026

## Sponsorship Commitment Form

**This form and payment must be received by May 1, 2026 to be included in marketing materials.**

### Sponsorship Levels

- Premier Sponsor \$20,000+ |  Gold Sponsor \$10,000+ |  Silver Sponsor \$5,000+ |  Bronze Sponsor \$2,500+ |  Activity Sponsor \$ Varies

### Registration

Company Name	Contact Name		
Address	City	State	ZIP
Phone Number	Email Address		
Website	Facebook Page		

### Payment Information

- Check Enclosed Payable to SICF-FWPYD |  Online Payment Scan QR Code Below |  In-Kind Contribution Will Provide Items/Service

### Participation

- We would like to be a vendor at this event |  We would like to volunteer before/during this event |  We would like to serve on the planning committee

Return your commitment form by 05/01/26: Southern Illinois Community Foundation Attn: SI Back to School Expo 1800 W Boulevard St Ste D Marion, IL 62959 via email: [carrie@jchdonline.org](mailto:carrie@jchdonline.org)

For further information, contact: Carrie Eldridge at (618)684-3143 ext. 179

Give Online Scan QR Code

