



Valley of the Sun Community

Diaper Bank

The Valley Diaper Bank invites you to participate in its unique, high-profile diaper collection event of the year.

Event Summary: The 2008 Valley Diaper Drive takes place during the month of May. Maricopa County residents hold diaper drives in their local communities and drop diapers at collection sites throughout the Valley. On May 17, volunteers bring collected diapers to the Valley “Diaper Dump,” a media-friendly and very visual attempt to collect enough diapers to fill a dump truck. Local media personalities Tim & Willy sit inside the truck, greeting participants and urging them to fill the truck. Participants have an opportunity to win prizes and be interviewed on the radio as 98.7 The Peak and KTAR (sports and news stations) broadcast live.

Date: Saturday, May 17, 2008: 9:00 AM – noon.

Location: Sunflower Farmers Market, 3rd Street and Bell

Goal: The 2008 Valley Diaper Drive goal is to collect 100,000 diapers and \$10,000.

SPONSOR OPPORTUNITIES

- Serve as a diaper collection site during month of May
- Donate prizes for drawing
- Collect donations at checkout registers during month of May
- Advertise Diaper Drive and Diaper Dump on checkout receipts and store flyers

SPONSOR BENEFITS

- On-air mentions during one month of promotion on 98.7 The Peak and KTAR (sports and news stations) and Tim and Willy’s live television appearances
 - Inclusion in Diaper Bank mailings, newsletters and website promotion
 - Signage and promotion during Diaper Dump event
 - Bulk diaper purchase in preparation for event
 - Retail diaper sales during promotion and on-site during event
-

The **Valley of the Sun Community Diaper Bank** collects and distributes diapers to metro Phoenix agencies that need them for their clients: babies, elderly and disabled people. A healthy change of diapers costs \$100 a month or more. This is a huge, sometimes out-of-reach, expense for low-income families and seniors on fixed incomes. Diapers and incontinence supplies from the Diaper Bank help seniors live independent, active lives and enable families in our community to take care of their children. In the past five years, the Diaper Bank has distributed nearly 800,000 diapers in the Valley.