SPONSORSHIP OPPORTUNITIES

KIDS IN DISTRESS & FAMILY CENTRAL



Presented by:

JM Family Enterprises

4.17.27

12-3pm • Esplanade Park • Downtown Fort Lauderdale • DuckFestDerby.org






For over 50 years, Kids in Distress and Family Central have transformed the lives of vulnerable children and families across South Florida by providing the support, resources, and opportunities needed to thrive.










Our three pillars are:

Foster Care:

When children are in danger, we act. From foster care to abuse prevention programs, we are committed to ensuring every child is safe, nurtured, and free from harm.

Early Childhood Education:

Through early childhood education, developmental screenings, and community-based programs, we invest in children's long-term potential — because the impact of early intervention lasts a lifetime.

Family Preservation:

We believe every family deserves accessible support. Through essential resources, including maternal health care, parenting education, and in-home support— we help families build resilience and thrive.




Duck 'chella

Waves & Beats

Inspired by the energy, creativity, and community spirit of today's music festivals, Duck'chella transforms our 21st Annual Duck Fest Derby into an unforgettable celebration with music, family-friendly experiences, and immersive activations.

Join hundreds of community leaders, families, volunteers, and corporate partners for live entertainment, food and beverage trucks, interactive activities for children, a premium VID (Very Important Duck) Lounge, and of course—the iconic duck race.

As one of South Florida's longest-running family-friendly festivals benefiting children and families, Duck Fest Derby brings our community together to create a wave of impact.



Why You Should Join

Engaged Audience

Reach 2,000-3,000 attendees – Children, families, young professionals, corporate philanthropists, and community leaders who care about impact. Attendees experience our values in action.

High-ROI visibility

Recognition through emails, social media, printed marketing materials and activities leading up to and on the day of the race.

Premium Brand Association

Position your company alongside a beloved, high-energy annual event with devoted fans and marketing coverage.

Team engagement

We offer tons of fun and fulfilling employee volunteer opportunities.

Measurable Impact

Every sponsorship and duck adoption provides immediate support to over 20,000 children and families served in Palm Beach, Broward, and Miami-Dade.











Join Us at Duck'Chella

You and your business can elevate the community through
the power of generosity. All sponsors will have their company logo listed on DuckFestDerby.org for the entire fiscal year.

Duck'Chella: Waves & Beats Presenting Sponsor

JM Family Enterprises

- Prominent company recognition on all communications pre/post event
- Dedicated social media posting with company handle
- Opportunity for remarks during event program and reception (live)
- Official Host of KID Olympics
- 25 Guests to attend Sponsorship Reception & receive VID (Very Important Duck) passes

☐ The Headliner.....$20,000

- Acknowledgement on all printed materials including event shirts
- Opportunity to for remarks during event program (live)
- Dedicated social media posting with company handle
- Opportunity to host booth day of event
- 12 Guests to attend Sponsorship Reception & receive VID (Very Important Duck) passes

☐ Main Stage.....$15,000

- Acknowledgement on all printed materials including event shirts
- Dedicated social media posting
- 10 Guests to attend Sponsorship Reception & receive VID (Very Important Duck) passes

☐ Rising Star.....$10,000

- Acknowledgement on all printed materials including event shirts
- Company logo listed in group social media postings with company handle
- 8 Guests to attend Sponsorship Reception & receive VID (Very Important Duck) passes

☐ Festival Friend.....$5,000

- Acknowledgement on all printed materials including event shirts
- Company logo listed in group social media postings with company handle
- 6 Guests to attend Sponsorship Reception & receive VID (Very Important Duck) passes

☐ Opening Act.....$2,500

- Company logo listed in group social media postings with company handle
- 4 Guests to attend Sponsorship Reception & receive VID (Very Important Duck) passes



Underwriting & Naming Opportunities

VID (Very Important Duck) Section - $12,000
Gain naming rights to the best seat in the house - the Duck Fest VIP area, with prominent logo placement at VID check-in, a-frame sign leading towards VID, emcee recognition, and branding in marketing materials and social media promotions. You will also receive 12 VID passes to enjoy the day of the event.

"Who Let The Ducks Out?!" - $10,000
Put your brand at the center of the action at the duck launch area. Your company name will be featured in emcee mentions, on-site signage, duck drop area banner, and promotional exposure during the event.

Duck Shop - $3,500
Receive brand visibility at the official merchandise location, with exclusive logo placement on Duck Shop a-frame signage, posters, tabletop signage, and event communications.

Kids Fun Zone - $3,500
Align your brand with family fun through naming rights, branded activity areas, event signage, and recognition across our social media channels.

Duck Patrol - $3,500
Keep our guests safe and showcase your support through logo placement on Duck Patrol barricades, signage, and event-wide recognition.

Vendor Village - $2,500
Secure naming rights to the vendor marketplace, featuring logo on Vendor Village banner, branded vendor email communications, and marketing exposure leading up to and during the event.

Food Village - $2,500
Receive naming rights and high-visibility branding throughout with logo placement on dining area banner, along with recognition in promotional materials, social media, and event announcements.

Duck Fest Derby isn't just an event, it's a movement.

Your sponsorship amplifies our mission, engages your community, and creates a wave of impact that ripples far beyond this event.



Ready to join the wave?



Benefiting:

kid

family central
Changing lives for a lifetime

Presented by:

JM Family Enterprises

Take the next step - partner with us!

Maria Jose Villavicencio, VP of Advancement • **954-390-7654 x1042** • **events@kidinc.org**

A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800- 435-7352. Registration does not imply endorsement, approval or recommendation by the State. Kids In Distress registration number is CH-218. Your donation may be tax-deductible under section 501(c)3 of the IRS code.