



**64th Annual Healthy Baby Contest
Presented by Honolulu Chinese Jaycees**

May 18, 2017

OH, BABY it's that time again! The Honolulu Chinese Jaycees has the great pleasure of producing the 64th Annual Healthy Baby Contest, and we would love it if you would join us!

Healthy Baby Contest:

A time honored tradition, the very first Healthy Baby Contest was produced by the Honolulu Chinese Jaycees in 1953 to promote healthy families in Hawai'i. Every year since then, the Healthy Baby Contest has been bringing smiles to our island 'ohana as we raise awareness of the importance of nutrition and healthy lifestyles.

This year the Honolulu Chinese Jaycees would like to invite your organization to join us as we celebrate 64 years of promoting healthy keiki and a healthy Hawai'i. Together, we can continue the legacy and mission of the Healthy Baby Contest to "highlight and celebrate the efforts that support the healthy baby," knowing that "a healthy baby is a happy baby." In order to fulfill this mission, the Honolulu Chinese Jaycees aims to:

- Promote nutritional education.
- Connect with local organizations and agencies to educate children and families.
- Promote partnerships to increase mental wellbeing and sound physical development.
- Promote a healthy community.

The contest is open to keiki ages 12 to 30 months and consists of three rounds: The two preliminary rounds will be held on Sunday, September 17, 2017 and Saturday, September 23, 2017. The final round of competition will take place on Sunday, October 1, 2017.

Promotions for the event will begin approximately two months before the first contest date. The Honolulu Chinese Jaycees looks forward to the opportunity to promote our generous sponsors through social media, television news, posters and flyers. This is a perfect opportunity for your organization to show your aloha for our community and island keiki.

The Honolulu Chinese Jaycees: Leadership, Service, and Community

Established in 1953, the Honolulu Chinese Jaycees is a civic, leadership development, and community service organization comprised of young professionals between the ages of 18 and 40. For over 60 years, the Honolulu Chinese Jaycees has played a key role in fostering Hawai'i's young leaders while coordinating and participating in community events, such as Night In Chinatown, Dragon Boat Festival, Adopt-A-School Day, Miss Chinatown Pageant, and of course... the Healthy Baby Contest!

The Jaycees (short for "Junior Chamber of Commerce") is part of the Junior Chamber International (JCI) with over 5,000 chapters worldwide and a shared mission, "to provide development opportunities that empower young people to create positive change."

For more information please visit our website at: <http://www.honoluluchinesejaycees.org/>

Become Part of the Family:

While the keiki are the stars of the show, the support of companies and organizations like yours through in-kind and monetary donations are the building blocks that make this annual event effective and successful. Best of all, your contribution will not only support a beloved annual community event raising awareness of the health, wellbeing, and proper nutrition of our very special island keiki, but also help you generate months of advertising!

We are anticipating 200 goodie bags that need to be filled with toys, information, and treats for contestants and their families. In-kind donations are an important, fun, and informative way to support the Healthy Baby Contest! We are always appreciative of any donation, especially products, gift certificates, coupons, and any items relevant to the contest.

To join the family, simply fill out the Sponsorship form included with this letter and mail or email the form back to us. One of our volunteers will contact you right away! All in-kind and monetary donations will be recognized. Sponsors will be recognized according to the following levels and benefits.

- **Title Sponsor: Donations totaling \$8,000+**
 - Name prominently displayed as Title Sponsor on all trophies, media, and promotions for the Healthy Baby Contest (including social media).
 - Crowning ceremony honors.
 - 1 – Contest Judge Representative for the finals.
 - Sponsor name/logo and website link prominently displayed on Healthy Baby Contest website as Title Sponsor.
 - Sponsor name/logo and website link on Honolulu Chinese Jaycees website as a “Friend of HCJ”.
 - Sponsor provided promotional materials included in goody bags.
 - 5 People – One-year membership into the Honolulu Chinese Jaycees.

- **Gold Sponsor: Donations totaling \$4,000+**
 - Name on 1st Place Trophy.
 - Sponsor name/logo and website link on Healthy Baby Contest website.
 - Sponsor name/logo and website link on Honolulu Chinese Jaycees website as a “Friend of HCJ”.
 - Recognition on any printed media for the Healthy Baby Contest.
 - 3 People – One-year membership into the Honolulu Chinese Jaycees.

- **Silver Sponsor: Donations totaling \$2,000+**
 - Name on 2nd Place Trophy.
 - Sponsor name/logo and website link on Healthy Baby Contest website.
 - Sponsor name/logo and website link on Honolulu Chinese Jaycees website as a “Friend of HCJ”.
 - Recognition on any printed media for the Healthy Baby Contest.
 - 2 People – One-year membership into the Honolulu Chinese Jaycees.

- **Bronze Sponsor: Donations totaling \$1,000+**
 - Name on 3rd Place Trophy.
 - Sponsor name/logo on Healthy Baby Contest website.
 - Name on Honolulu Chinese Jaycees website as a “Friend of HCJ”.
 - Recognition on any printed media for the Healthy Baby Contest.
 - 1 Person – One-year membership into the Honolulu Chinese Jaycees.

Please see the enclosed Healthy Baby Sponsorship form for details on how to make a contribution. If you have any questions, concerns or other ideas for sponsorship opportunities, please contact us at honoluluchinesejaycees@gmail.com. We sincerely thank you for your time and consideration and look forward to putting on another great Healthy Baby Contest!

Mahalo Nui Loa,



Alan Ho
2017 Healthy Baby Contest Chairperson
Honolulu Chinese Jaycees



Sarah Young
2017 President
Honolulu Chinese Jaycees