



At-Home Dads Convention

November 8th, 2008 Sacramento, California

Presented By:



Daddy's Home, Inc.

The National At Home Dad Network

SPONSORSHIP PROPOSAL

13th Annual At-Home Dads Convention

November 8th, 2008 Sacramento, California

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The Value of Fatherhood

The value of a father is much more than as a provider. When fathers are involved in their children's education, children are more likely to get A's and enjoy school.¹ Also violent crime, drug use and teen pregnancy are lower with involved fathers.² To put it succinctly, Dr. Kyle Pruett, Yale University Child Psychology Professor, in the upcoming documentary "The Evolution of Dad," says:

“If you want to reduce gang membership, teen pregnancy, dropping out of school, abuse and neglect of children and substance abuse, you can do it by engaging fathers early and often in the lives of their children.”

At-Home Dads Involved

At-home dads, as the daily, primary caregivers of their children, are very involved fathers. These fathers, in the most extreme way, are proving the value of fatherhood. And, what's most exciting is, the trend of men choosing to be at home with their children is growing at an exponential rate, meaning more and more fathers are realizing how positive of an influence they can make upon their children.

“The number of at-home dads has grown by 60% over the last 4 years.”

- *Today Show* (airdate Apr. 2, 2008)

¹ Fathers' Involvement in Their Children's Schools. National Center for Education Statistics. Washington DC: GPO, 1997.

² Warren Farrell, PhD, *Father and Child Reunion* (2001)

Working Moms Helped Too

Working mothers are also benefiting from their husbands choosing to stay home with the children. According to Warren Farrell, PhD, “it is improbable that mothers will make much more progress in the workplace without dads sharing more responsibilities in the homeplace.”³

At-Home Dads Need Support

In a 2007 study on Stay-At-Home Fathers, Dr. Aaron Rochlen, Associate Professor of Counseling Psychology at the University of Texas-Austin, found that

“Men who reported high levels of social support reported higher levels of relationship satisfaction, psychological well-being (i.e., less distress), and overall were more satisfied in their lives.”

However, a good social support network can be hard to find for an at-home dad since family and friends may not agree with his non-traditional role and there is often not an at-home dad group nearby.

“After six years of relatives, friends, neighbors and strangers constantly questioning my decision and doubting my ability to be the primary caregiver, news of the At-Home Dad Convention was welcoming. Each year I have arrived home from the conventions reenergized with a greater sense of confidence, pride and purpose in fulfilling my commitment as an at-home dad for my family.”

- Hogan Hilling, at-home dad since 1991 and author of “The Modern Mom's Guide to Dads: Ten Secrets Your Husband Won't Tell You”

³ “Why Dads Matter,” Warren Farrell, PhD, www.dadmag.com

13th Annual At Home Dad Convention offers Education and Social Support

Parenting Workshops

- Age-based open forum discussions
- Child Safety
- Dads with Daughters
- How to stay involved with older kids

Educational Sessions

- Financial Planning
- Communication in marriage
- Overcoming Depression and Isolation
- Open forum discussion on at home dad issues

Social Networking

- Friday Meet & Greet
- Growing you at home dad group
- Anecdotes (humorous stories about the kids)
- Saturday Evening group dinner

“At the convention, I learned how to use a timer as a discipline tool with my 3 year old son.”

- Mick Freyermuth, 1st time convention attendee

“The Meet and Greet events on Friday and Saturday evenings...(have) been the time I have cherished and enjoyed the most at each convention.”

- Hogan Hilling, 8-time convention attendee

Support the
Convention

Your financial support...

- improves the education of children and lowers their risk to things such as teen pregnancy and substance abuse by helping involved at-home dads be better fathers.
- enables your company to be involved in one of the fastest growing trends in parenting.
- establishes your company as family-friendly and committed to a positive work-life balance.
- allows the convention to be more affordable to single-income families so that many more at-home dads can attend.
- may be tax deductible due to our status as a 501(c3) non-profit corporation.

“I never really saw anything masculine about working at a computer in an office, so when I made that transition to home I never really saw myself as less than a man.”

- Rick Lucas, at-home dad, *Today Show* (airdate Apr. 2, 2008)

SPONSORSHIP AGREEMENT

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FRIDAY MEET & GREET \$800

Sponsor receives: 2 FREE convention registrations, FULL page ad in convention program, event signage, recognition on convention website

HOSPITALITY ROOM \$500

Sponsor receives: 1 FREE convention registration, ½ page ad in convention program, event signage, recognition on convention website

CONVENTION BREAKFAST \$500

Sponsor receives: 1 FREE convention registration, ½ page ad in convention program, event signage, recognition on convention website

CONVENTION LUNCH \$750

Sponsor receives: 2 FREE convention registrations, ½ page ad in convention program, event signage, recognition on convention website

T-SHIRT SPONSOR \$750

Sponsor receives: Company logo on convention t-shirt, 2 FREE convention registrations, ½ page ad in convention program, recognition on convention website

SATURDAY EVENING DINNER \$1,000

Sponsor receives: 2 FREE convention registrations, FULL page ad in convention program, event signage, recognition on convention website

GENERAL CONVENTION SPONSOR \$_____

Sponsor amount of \$200-500 receives: Business card size ad in convention program and recognition on convention website

Please choose your sponsorship above and send your check with this signed Sponsorship Agreement by Sept. 19, 2008 to:

Daddy's Home, Inc.
(EIN #30-2352065)
17415 Erskine Cir. Omaha, NE 68116

Sponsor's Signature

Sponsor's Company