

HYGIENE PALOOZA!

A Justice Necessary Event

2026 SPONSORSHIP PACKET

ACCESS TO HYGIENE, JUST IS NECESSARY.

Justice
NECESSARY™

www.JusticeNecessary.org/HygienePalooza



Who We Are

Justice Necessary is a Colorado nonprofit addressing the hidden crisis of hygiene poverty – the inability to access basic essentials like soap, toothpaste, diapers, deodorant, menstrual products, and household cleaners.

SNAP helps cover groceries, but not hygiene items. WIC supports nutrition, but not diapers. As a result, families are forced to make impossible choices every day – stretching toothpaste, diluting soap, rationing menstrual products, and using diapers longer than is safe. The impact reaches schools, workplaces, childcare access, and overall health.

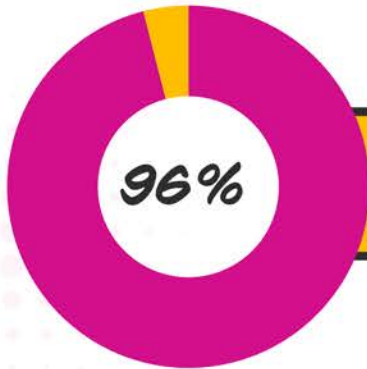
Over the past five years, Justice Necessary has distributed nearly 9,000,000 hygiene products statewide, commissioned four studies on hygiene poverty, period poverty, and diaper need, and helped pass legislation requiring Colorado middle and high schools grades 6–12 to provide free menstrual products to students. Through the Justice Necessary FYP Hygiene Seal and HygienePalooza, we are expanding year-round access to hygiene products for K–12 schools and higher education across Colorado.

And we are only getting started. Join us!

**Learn more at www.JusticeNecessary.org
or scan the QR code**



Why HygienePalooza



of people who struggle with hygiene poverty have substituted hygiene products in the past year

How Has the Lack of Hygiene Products Affected You?

"It can be a hard choice to buy food, hygiene products, or pick who'll pay for medication."

"...I feel terrible to not be able to afford to get my kids sun screen or pads for me and my daughter...I've sold our things to get shampoo or something to eat."

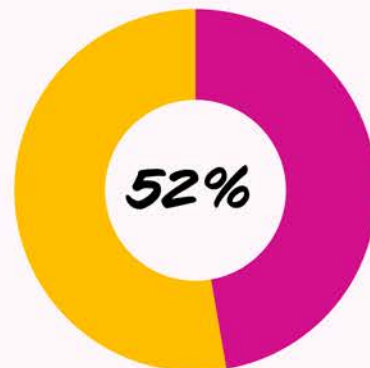
What Else Have You Done When Substituting Hygiene Products?

"Giving up my own hygiene product so my kids can have them."

Our Solution

HygienePalooza is helping transform school food pantries into food and hygiene pantries – because no student should miss school or struggle silently because they cannot access basic hygiene essentials.

Join us at HygienePalooza to transform access to basic hygiene.



have sacrificed buying food to buy hygiene products

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Do You Want to Make a Difference?

Get ready to be part of something extraordinary as communities across Colorado come together to ensure students have the hygiene essentials they need to learn, participate, and attend school with confidence and dignity.

HygienePalooza is a series of statewide events supporting K-12 schools, colleges, and universities with essential hygiene products for students.

Across Colorado, many schools operate or partner with food pantries to support students. While federal programs like SNAP help provide food, they do not cover essentials like soap, toothpaste, deodorant, diapers, or menstrual products. As food pantries work hard to meet growing food needs, hygiene items are often left out of reach.



HygienePalooza is helping transform school food pantries into food and hygiene pantries — because no student should miss school or struggle silently because they cannot access basic hygiene essentials.

Join us at HygienePalooza and experience more than a packing party — be part of a high-energy movement rooted in community, advocacy, and action. Every hygiene kit packed and every product donated helps remove barriers for students and reminds them that an entire community is standing beside them.

What is a Packing Party?

A packing party is a powerful, hands-on experience where volunteers come together to pack hygiene kits, create meaningful impact, and turn compassion into action. Fueled by music, shared laughs, teamwork, and community, it's an inspiring opportunity to be part of something bigger than ourselves — proving what's possible when people come together for good.

And this year, we have a game-changing goal: packing and distributing 1 million hygiene products to students in need across Colorado!

Be Part of the Movement

Event sponsorship or individual support opportunities

www.JusticeNecessary.org/HygienePalooza

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Sponsor a Student and Make an Impact!

Be the Change—Sponsor, Volunteer, or Rally Your Team!

Be part of a movement that is helping transform school food pantries into food and hygiene pantries for students across Colorado. HygienePalooza is more than an event — it's a powerful opportunity for corporate partners, local businesses, families, friends, and community members to come together and create real impact.

All corporate and local business supporters are invited to volunteer alongside Justice Necessary staff and community members, working hand in hand to pack hygiene products that help students attend school with confidence and dignity.



Want To Do More?

Make an individual gift to help provide hygiene essentials for students across Colorado. Every donation helps remove barriers and ensures students have access to products many families cannot purchase through programs like SNAP or WIC.



By Sponsoring a Student You Are:

Helping them stay active in extracurriculars, go on vacations, and have the essential supplies they need year-round!



Whether you underwrite one menstrual kit, provide a year of hygiene products for a school pantry, or make a one-time gift, every contribution helps remove barriers for students and fuels lasting change across Colorado.

Grab your friends, family, coworkers, or colleagues and create a volunteer team — or come solo and join the movement. Help spread the word, pack hygiene kits, and be part of meaningful change happening across Colorado. Teams of 6 or more will receive special recognition at the event for helping lead the movement and support students statewide.

For More Information:

720-DIGNITY | HygienePalooza@JusticeNecessary.org
www.JusticeNecessary.org/HygienePalooza



Sponsor Highlights



"Justice Necessary is a leader in addressing hygiene insecurity - an often overlooked but critical issue impacting individuals and families across Colorado. What sets them apart is their ability to collaborate effectively with nonprofits, schools, local communities, and government partners to create thoughtful, practical solutions. Through education, advocacy, and statewide partnership, they are driving meaningful and lasting change. Justice Necessary doesn't just identify needs; they bring people together to address them. Plante Moran is proud to support their leadership and the important work they are doing across our state."

Sara Montgomery, Partner, Wealth Management



"Hygiene insecurity is one of those quiet crises that sits underneath everything else. You can't see it from the outside, but it shapes whether someone walks into a classroom, a job interview, or a doctor's office with their head up – or whether they don't walk in at all. Clean clothes, soap, a hot shower, basic dignity: these aren't luxuries, they're the floor. They're the first step before any other step is possible. In a moment when it feels harder than ever just to be human in this country – to hold down a job, raise a kid, stay housed, stay hopeful – Justice Necessary is doing the work that lets people stand up to begin with. They are not handing out charity. They are restoring the conditions under which a person gets to show up as themselves, fully, in a world that keeps trying to take that away. That's why Generation Conscious supports them, and that's why we believe every company serious about equity, opportunity, and human dignity should be standing alongside them too."

G.L. Genco, Generation Conscious

Thank you to all of our sponsors

Volunteer Testimonials



I really appreciate how much effort this organization puts into getting essential supplies to people who might not otherwise have access to them. Volunteering here has been such a positive experience, everyone is welcoming, and it feels like a meaningful way to give back to the community.

Chelsea Burnside
Volunteer

I was honestly shocked that something like this hadn't already existed as its purpose felt so... "necessary".

Since then, we've returned to volunteer many times... it never feels like an obligation, but always feels like spending time with good people while contributing to something that really matters, but can go overlooked. That's what makes me and my daughter continue to want to go back, even after she has finished her community service.

Brian Bonislawsky
Volunteer



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Event Sponsorship Levels



Just Is Necessary Sponsor \$15,000

- Logo placement on the HygienePalooza Counting Clock featured across all statewide event locations.
- Verbal acknowledgment during the event (2 announcements per shift).
- Logo featured on the Selfie Frame in the Justice Necessary in the Photo Area, ensuring brand recognition in event photos.
- Recognition in one Justice Necessary e-newsletter reaching 6,000+ subscribers.
- Recognition in one Justice Necessary print newsletter reaching 3,500 households.
- Three dedicated sponsor recognition posts across Facebook, Instagram, and LinkedIn.
- Opportunity to include branded products or promotional items in HygienePalooza swag bags. Product submissions due by August 12th.
- Inclusion in statewide sponsor acknowledgment and post-event impact communications.
- Logo displayed on the Justice Necessary HygienePalooza event webpage through April 30, 2027.
- Logo printed on volunteer shirts.



No Missed Days. Period.™ \$10,000

- Logo placement on the HygienePalooza Counting Clock featured across all statewide event locations.
- Verbal acknowledgment during the event (2 announcements per shift).
- Recognition in one Justice Necessary e-newsletter reaching 6,000+ subscribers.
- Recognition in one Justice Necessary print newsletter reaching 3,500 households.
- Two dedicated sponsor recognition posts across Facebook, Instagram, and LinkedIn.
- Opportunity to include branded products or promotional items in HygienePalooza swag bags. Product submissions due by August 12th.
- Inclusion in statewide sponsor acknowledgment and post-event impact communications.
- Logo displayed on the Justice Necessary HygienePalooza event webpage through April 30, 2027.
- Logo printed on volunteer shirts.



**6,000+ Newsletter
Subscribers!**

@JusticeNecessary | www.JusticeNecessary.org/HygienePalooza

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Event Sponsorship Levels



Breaking the Cycle Champion \$5,000

- Verbal acknowledgment during the event (1 announcement per shift).
- Recognition in one Justice Necessary e-newsletter reaching 6,000+ subscribers.
- Recognition in one Justice Necessary print newsletter reaching 3,500 households.
- One dedicated sponsor recognition posts across Facebook, Instagram, and LinkedIn.
- Opportunity to include branded products or promotional items in HygienePalooza swag bags. Product submissions due by August 12th.
- Inclusion in statewide sponsor acknowledgment and post-event impact communications.
- Logo displayed on the Justice Necessary HygienePalooza event webpage through April 30, 2027.
- Logo printed on volunteer shirts.



Trailrazor \$2,500

- Recognition in one Justice Necessary e-newsletter reaching 6,000+ subscribers.
- Recognition in one Justice Necessary print newsletter reaching 3,500 households.
- Recognition of all sponsors in our thank you post across Facebook, Instagram, and LinkedIn.
- Opportunity to include branded products or promotional items in HygienePalooza swag bags. Product submissions due by August 12th.
- Inclusion in statewide sponsor acknowledgment and post-event impact communications.
- Logo displayed on the Justice Necessary HygienePalooza event webpage through April 30, 2027.
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Classroom Confidence \$500

- Recognition in one Justice Necessary e-newsletter reaching 6,000+ subscribers.
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**6,000+ Newsletter
Subscribers!**

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Thank You.

Thank you for taking the time to review and consider supporting Justice Necessary and HygienePalooza. Together, we can help ensure students across Colorado have access to the hygiene essentials they need to attend school with confidence and dignity.

Help transform school food pantries into food and hygiene pantries across Colorado. By supporting HygienePalooza, you help remove barriers for students and ensure they have access to the hygiene essentials they need to attend school with confidence and dignity. For more information about sponsorship opportunities, community partnerships, and how your organization can support students across Colorado, please contact Diane Cushman Neal.

Email: Diane@JusticeNecessary.org
Office Phone: 720-344-6489
www.JusticeNecessary.org



Justice 
NECESSARY™
When *Just Is*, Is Not Enough™

The logo for Justice Necessary features the word "Justice" in a white, cursive font, followed by a graphic of stylized human figures in various colors (red, yellow, green, blue) holding hands. Below this is the word "NECESSARY" in a bold, white, sans-serif font with a trademark symbol. At the bottom, the tagline "When *Just Is*, Is Not Enough™" is written in a smaller, white, sans-serif font.