

CELEBRATING PASSION AND
PERSISTENCE. IGNITING POSSIBILITIES



- 2018 Symposium: April 17 – 20, 2018
- Anniversary Gala: April 20, 2018

SPONSORSHIP OPPORTUNITIES



www.usa.childcareaware.org/anniversary



AN INVITATION TO SPONSORS



Child Care Aware® of America invites you to join us for our exciting 2017/2018 calendar of events. This year is quite special, as it marks our 30th Anniversary! Our anniversary theme — **Celebrating Passion and Persistence. Igniting Possibilities**, truly highlights our 30-year journey and our vision forward as a leader in the child care community.

- Our year begins with our **2017 Leadership Institute** in October, which promises to generate productive discussions among more than 120 prominent child care resource and referral (CCR&R) agency state and local leaders about trending public policies, facilitate networking around promising strategies, and lead to the creation of innovative tools and initiatives to tackle the issues — big and small — facing the future of child care and early learning.
- Then, in April 2018, you can network with more than 600 CCR&Rs, state and local leaders, child care professionals, and family advocates from across the nation in Washington, DC for four days of interactive professional development opportunities that includes a day of powerful advocacy on Capitol Hill. Our **2018 Symposium** will certainly not be one to miss.
- To close out our anniversary celebration, help us laugh and dance the night away at our **30th Anniversary Gala**, where more than 150 of our most powerful supporters will gather for a night of dinner, a live and silent auction, dancing, and lots of laughter.



We invite you to join us by becoming an event sponsor for one (or all) of these exciting events this upcoming year. **As a sponsor, you have the opportunity to support the field of child care and early learning, make a connection with local and national leaders in the workforce, and promote your company or products.** There are various sponsorship levels to fit every budget and need.

Attached are the sponsorship opportunities. Don't forget to visit our anniversary website at usa.childcareaware.org/anniversary for the latest updates on this year's upcoming events.

Please contact us at **571-303-2305** or email giving@usa.childcareaware.org to join us in these special opportunities or if you have any questions.

Thank you for your unique contributions to our field. We are stronger in partnership. I look forward to seeing you at our events soon!

Best,

Lynette M. Fraga, Ph.D.
Executive Director, Child Care Aware® of America

2018 SYMPOSIUM: April 17 – 20, 2018
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Washington, DC

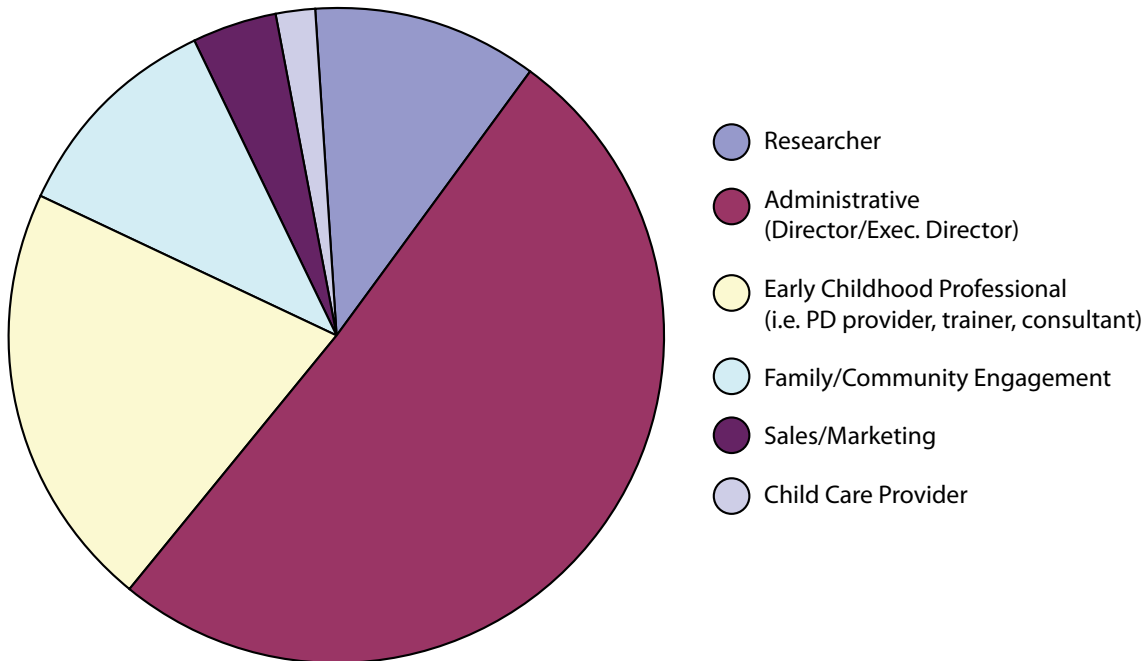
SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

Child Care Aware® of America's 2018 Symposium is a time to focus on all things child care. And, in 2018, we have a lot to celebrate — 30 years of working to strengthen a quality child care system! We also have a great deal of work still left to do.

In the last decade, we've seen investments in quality child care and early learning programs like the reauthorization of Child Care and Development Block Grant (CCDBG) and millions of dollars to communities for early head start child care partnerships, which pave the way for a much brighter future for child care and early learning in communities.

Interact with more than 600 leaders in the Child Care Resource and Referral field; policymakers, educators and researchers in early learning; and parent advocates and other child care professionals over four days of educational sessions, information booths, and our annual Day on the Hill.

WHO ATTENDED OUR 2016 SYMPOSIUM?



2018 SYMPOSIUM: April 17 – 20, 2018
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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018




\$30,000: LEAD DIAMOND SPONSOR
(Joint Sponsorship of Symposium and Gala \$15K each)
AVAILABLE: 1

- Four conference registrations (not including lodging)


Exclusive Welcome Lunch Sponsor

Exclusive signage with centerpiece at one Symposium plenary room table

- Full-page color ad on the back cover of the conference program booklet
- One 8 X 10 exhibitor booth in a prime location throughout the conference
- Opportunity to speak for three minutes at welcome luncheon
- Opportunity to dine at the Welcome Lunch VIP table
- Promotional item for all attendees in conference bag
- Logo on sponsor slide (looped during event)
- Sponsorship recognition on signage at registration area
- Company name and logo in the following electronic communications:
 - Press releases – sponsorship mention in all event press releases
 - Website – company logo with link to your homepage listed on the conference webpage
 - Social media – one promotion on CCAoA's Facebook page
 - Special Eblast Advertisement – Eblast sent to conference attendees highlighting company sponsorship only
 - E-newsletter – guest blog in ENews (over 36,000 subscribers) with company logo and link to your website



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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

\$30,000: DIAMOND SPONSOR
AVAILABLE: 5

- Two Symposium registrations (not including lodging)
- One table (ten tickets) at our 30th Anniversary Gala (April 20, 2018) in a premier location
- Opportunity to dine at the Welcome Lunch VIP table
- One Full-page color ad each, in the Symposium and Gala program booklets

Exclusive signage with centerpiece at one Symposium plenary room table

- Promotional item for all attendees in Symposium conference bag
- Promotional item in Gala Swag bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage

\$20,000: PLATINUM SPONSOR
AVAILABLE: 7


- Three event registrations (not including lodging)

Exclusive sponsorship of one Symposium Lunch or Breakfast


- Opportunity to address the audience for three minutes during sponsored meal
- One Full-page color ad in the Symposium program booklet

Exclusive signage with centerpiece at one Symposium plenary room table

- Promotional item for all attendees in Symposium conference bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage
 - E-newsletter – guest blog in ENews (over 36,000 subscribers) with company logo and link to your website



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SPONSORSHIP OPPORTUNITIES
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\$15,000: CONFERENCE BAGS SPONSOR
AVAILABLE: 1


- Two event registrations (not including lodging)
- **Exclusive sponsorship of conference bags (only your logo and CCAoA's logo will be on bags — you pick the design)**
- One Full-page color ad in the Symposium program booklet
- **Exclusive signage with centerpiece at one Symposium plenary room table**
- Promotional item for all attendees in Symposium conference bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage

\$10,000: GOLD SPONSOR
AVAILABLE: 4

- Two event registrations (not including lodging)
- **Exclusive sponsorship of one 30-minute Symposium Break (snacks served)**
- One half-page color ad in the Symposium program booklet
- **Exclusive signage with centerpiece at one Symposium plenary room table**
- Promotional item for all attendees in Symposium conference bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage



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\$7,000: SILVER SPONSOR
AVAILABLE: 5


- Two event registrations (not including lodging)
- One half-page color ad in the Symposium program booklet
- **Exclusive signage with centerpiece at one Symposium plenary room table**
- Promotional item for all attendees in Symposium conference bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage

\$5,000: BRONZE SPONSOR
AVAILABLE: 35

- One event registration (not including lodging)
- One half-page color ad in the Symposium program booklet
- **Exclusive signage with centerpiece at one Symposium plenary room table**
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage



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\$5,000: NEWS CAFÉ SPONSOR
AVAILABLE: 1

The News Café is a gathering place for attendees to convene, talk with our policy staff and have their questions answered, receive updates on public policies coming out of Washington, and access a free WiFi hotspot. Computers and printers are available to attendees and you will receive exclusive signage and an information table or kiosk inside the café. As a sponsor, you will also receive our participant list and you will be able to have your staff in the café as you'd like.

- One event registration (not including lodging)
- One half-page color ad in the Symposium program booklet
- **Exclusive signage with centerpiece at one Symposium plenary room table**
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage

SPECIAL RECEPTION HOST/SPONSOR
(Cost: customized) AVAILABLE: 4

Elevate your brand by hosting a networking reception at our 2018 Symposium.

- One event registration (not including lodging)
- One full-page color ad in the Symposium program booklet
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage
 - Special Eblast Advertisement – Eblast sent to conference attendees highlighting Reception only

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SPONSORSHIP OPPORTUNITIES
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\$1,000: EXHIBITOR SPONSOR
AVAILABLE: 10


- One 8 X 10 exhibitor booth in a prime location throughout the conference

COLOR ADS
AVAILABLE: UNLIMITED


- \$600: Full-Page Color Ad
- \$300: Half-Page Color Ad

Color ads will be printed within the conference program booklet.
DEADLINE FOR AD SUBMISSIONS: March 15, 2018





2018 SYMPOSIUM: April 17 – 20, 2018
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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

\$50,000: EXCLUSIVE FAMILY ADVOCACY SUMMIT
AVAILABLE: 1

■ **Your company's name included in the name of the Family Advocacy Summit (January 1, 2018 – December 30, 2019) Example: XYZ COMPANY 2018 Family Advocacy Summit**

- Four event registrations for your company representatives (not including lodging) for the 2018 Symposium
- Five complementary tickets to the 30th Anniversary Gala
- Opportunity to meet and dine with the family advocates during special reception
- Your company logo and name on Symposium and Family Advocacy Summit webpages
- Opportunity to address the Symposium audience and Family Advocacy Summit audience for three minutes each
- Promotional item for Symposium attendees meeting bags
- Full Page ad (inside front cover) in Symposium program book
- Logo on signage and sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Press releases – acknowledgement in Family Advocacy Summit Project press releases
 - Website – company logo with link to your homepage listed on the Symposium webpage AND acknowledged for two years on Child Care Works website
 - Social media – one promotion on Child Care Works Facebook page
 - Special Eblast Advertisement – Eblast sent to Symposium attendees highlighting company scholarship
 - E-newsletter – guest blog in ENews (over 36,000 subscribers) with company logo and link to your website

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SPONSORSHIP OPPORTUNITIES
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\$2,500: PARENT ADVOCATE SCHOLARSHIP
(per parent annually)

■ **One Parent Advocacy Scholarship named after your company**

- You may select the state from where your scholarship is directed
- One event registration (not including lodging)
- Your company logo and name on Symposium webpage AND on the Child Care Works profile page of your family advocate
- Your scholarship will be mentioned in any local press releases about your family advocate
- Opportunity to meet and dine with the family advocate you sponsored
- Acknowledgement in event program
- Logo on sponsor signage AND slide (looped during event)
- Acknowledged for one year on Child Care Works website

\$500: CHANGE MAKER
AVAILABLE: 10

■ **Available to Child Care Works Nonprofit Partners Only**

- Company logo on Day on the Hill signage
- Acknowledged in Day on the Hill press releases
- Company logo on Child Care Works Parent Advocacy Project webpage with link to your website



30TH ANNIVERSARY GALA: April 20, 2018
Marriott Marquis Hotel
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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

Help us celebrate our 30th Anniversary at our one-of-a-kind fundraiser! This formal affair offers networking opportunities with over 150 local and national business owners as well as leaders in the child care and early learning community.

\$30,000: LEAD DIAMOND SPONSOR
AVAILABLE: 1

▶ **One Table (ten tickets) in a premiere location**

- Full-page color ad on the back cover of the commemorative program booklet
- Opportunity to address the audience for three minutes
- Promotional item in Gala Swag Bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the CCAoA Anniversary webpage
 - Social media – one promotion on CCAoA’s Facebook page
 - Special Eblast Advertisement – Eblast sent to ticket holders highlighting company sponsorship
 - E-newsletter – company logo with link to your homepage listed in ENews (over 36,000 subscribers)



30TH ANNIVERSARY GALA: April 20, 2018
Marriott Marquis Hotel
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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

\$30,000: DIAMOND SPONSOR
(Joint Sponsorship of Symposium and Gala \$15K each)
AVAILABLE: 5

- Two Symposium registrations (not including lodging)
- One table (ten tickets) at our 30th Anniversary Gala (April 20, 2018) in a premier location
- Opportunity to dine at the Symposium Welcome Lunch VIP table
- One Full-page color ad each, in the Symposium and Gala program booklets
- ▶ **Exclusive signage with centerpiece at one Symposium plenary room table**
- Promotional item for all attendees in Symposium conference bag
- Promotional item in Gala Swag Bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the conference webpage

\$15,000: PLATINUM SPONSOR
AVAILABLE: 2

- ▶ **One Table (ten tickets)**
- ▶ **Identified as Gala Centerpiece Sponsor on each table**
- Full-page color ad in the commemorative program booklet
- Promotional item in Gala Swag Bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the CCAoA Anniversary webpage
 - Social media – one promotion on CCAoA's Facebook page
 - E-newsletter – company logo with link to your homepage listed in ENews (over 36,000 subscribers)



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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

\$10,000: GOLD SPONSOR
AVAILABLE: 5

▶ **One Table (ten tickets)**

- Identified as Gala Centerpiece Sponsor on each table
- Full-page color ad in the commemorative program booklet
- Promotional item in Gala Swag Bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the CCAoA Anniversary webpage
 - Social media – one promotion on CCAoA's Facebook page
 - E-newsletter – company logo with link to your homepage listed in ENews (over 36,000 subscribers)

\$5,000: SILVER SPONSOR
AVAILABLE: 10

▶ **Six Tickets**

- Half-page color ad in the commemorative program booklet
- Promotional item in Gala Swag Bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the CCAoA Anniversary webpage

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SPONSORSHIP OPPORTUNITIES
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\$2,500: BRONZE SPONSOR
AVAILABLE: UNLIMITED

Two Tickets

- Half-page color ad in the commemorative program booklet
- Promotional item in Gala Swag Bag
- Logo on sponsor slide (looped during event)
- Company name and logo in the following electronic communications:
 - Website – company logo with link to your homepage listed on the CCAoA Anniversary webpage

COLOR ADS
AVAILABLE: UNLIMITED

- \$500: Full-Page Color Ad
- \$250: Half-Page Color Ad

Color ads will be printed within the 30th Anniversary Gala program booklet.

DEADLINE FOR AD SUBMISSIONS: March 15, 2018





CONTACT US



giving@usa.childcareaware.org

Phone: **571-303-2305**

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