

RAISING CHILD CARE, RAISING AMERICA

MAY 19-22

2024 Symposium | Arlington, VA



Sponsorship Opportunities

By supporting Child Care Aware® of America's 2024 Symposium, your company will reach the largest concentration of leaders in the child care industry, allowing you the opportunity to showcase your company in a high-quality, trusted forum dedicated to collaborative discussions and sharing knowledge about child care. As a supporter, your company can expand its reach and demonstrate its commitment to investing in social good initiatives that promote equity for children, providers and families.

Sponsoring the 2024 Symposium will enhance your brand, expand your network and provide you with access to CCAoA's audience of highly qualified child care professionals. CCAoA offers a variety of sponsorship opportunities for all budgets. Build awareness of your business by picking from the options below or customizing a package to meet your marketing goals and give your company exposure to the decision-makers who participate in the CCAoA Symposium.

Sponsorship Packages

Trendsetter (\$2,500)

- Exhibit table – Standard location
- Exhibit table – Premium location (+\$500 to packages)
- One complimentary registration
- Company logo on event signage, online and printed materials

Groundbreaker (\$3,500)

- Exhibit table – Standard location
- Exhibit table – Premium location (+\$500 to packages)
- One complimentary registration
- Company logo on event signage, online and printed materials
- Onsite Program – Inside Quarter-Page Ad

Trailblazer (\$5,500)

- Exhibit table – Standard location
- Exhibit table – Premium location (+\$500 to packages)
- One complimentary registration
- Company logo on event signage, online and printed materials
- Onsite Program – Inside Half-Page Ad
- Sponsored Eblast

For more information: Contact Partnerships@usa.childcareaware.org



A LA CARTE

Brand Promotion

Program Back Cover Ad: Build your brand awareness with a 4-color ad on the back cover of the onsite program. Your advertisement in this program is sure to be seen by attendees as they use the guide each day. \$2,000

Program Inside Back Cover Ad: Build your brand awareness with a 4-color ad on the inside back cover of the onsite program. Your advertisement in this program is sure to be seen by attendees as they use the guide each day. \$1,500

Program Inside Full-Page Ad: Build your brand awareness with this cost-effective way to highlight your work to our attendees. \$1,000

Program Inside Half-Page Ad: Build your brand awareness with this cost-effective way to highlight your work to our attendees. \$875

Program Inside Quarter-Page Ad: Build your brand awareness with this cost-effective way to highlight your work to our attendees. \$750

Brand Forward

Conference Bags: A perfect way to make a first impression. 275 attendees will receive a conference bag at the registration desk, giving your company full visibility during and after the Symposium. \$4,000

Lanyards: Promote your brand throughout the entire event with one of the most popular on-site sponsorships opportunities. \$3,000

Hotel Key Cards: Welcome guests to the conference with custom hotel key cards exposing your brand to attendees every morning, day and night. \$2,000

Brand Experience

Symposium Reception: This platform offers exceptional brand visibility to your target demographic and an opportunity to demonstrate commitment to social responsibility. This event promises extensive networking opportunities with industry leaders and influential community figures at the forefront of child care, ensuring valuable brand exposure both at the event and through our extensive social media and digital campaigns. Your support will not only enhance your brand image externally and among your staff, but also significantly contribute to our shared values of community and positive social change. \$10,000

Event Registration Showcase: As an exclusive sponsor of registration, you'll have the ability to craft your own 20- to 25-minute session and present to attendees in a virtual webinar the week before the Symposium. Includes a post-conference opportunity to sponsor a blog or e-newsletter at no extra charge. \$5,000

Spotlight on Exhibitor: Interested in getting your name and brand information out to attendees pre-conference? With our "Spotlight on Exhibitors" post, we offer a one-on-one CCAoA-to-Exhibitor Q&A session. This spotlight will be published on the CCAoA blog, making a social media impression before the Symposium begins \$3,500

Exhibitor Lunch: As a supporter, you will have the opportunity to reach attendees outside of your exhibit table as they enjoy a quality lunch between sessions. Opportunity includes having your logo on signage, half-page ad in the onsite program and an opportunity to leave a gift and/or brochures for attendees at the tables. \$3,000

Afternoon Refreshment Break: Increase your networking potential by sponsoring a beverage break in the exhibit hall. Opportunity includes logo on signage and quarter-page ad in the onsite program. \$2,500

Charging Station: Looking for a great way to "connect" with conference attendees? Sponsor a charging station placed in a high-traffic area. Your company logo will be displayed on the signage at the charging station. \$2,500

Coffee Break: Sponsor the best part of waking up! Opportunity includes logo on signage and quarter-page ad in the onsite program. \$1,500

Exhibitor Passport: Increase visibility with our passport game where attendees will go on a treasure hunt by visiting exhibitor tables. They are entered in a grand prize drawing for a \$250 gift card after visiting every exhibitor on the card. \$350