

Symposium 2025

# Child Care Strong: From Problems to Progress

May 4-7, 2025



## Sponsorship Opportunities

Support Child Care Aware® of America's 2025 Symposium to connect with the largest gathering of child care leaders. Showcase your company in a trusted forum focused on advancing equity for children, providers, and families. Sponsorship expands your brand, network, and access to CCAoA's highly qualified audience. With options for every budget, customize a package to meet your marketing goals and engage key decision-makers.

## Sponsorship Packages

### Catalyst Partner Sponsorship Package (\$6,500)

- **Premier Recognition:** Be recognized as a "Catalyst Partner" in all event promotions, placing your brand at the forefront.
- **Prominent Logo Placement:** Showcase your logo on our website and up to three social media posts, maximizing your brand's visibility.
- **Exhibition Booth Space:** Secure a location in the Exhibitor Hall to showcase your products or services.
- **Complimentary Registrations:** Get free event registrations for two representatives, with full access to sessions and networking.
- **Branded Breakout Session:** Be exclusively recognized as the supporter of a breakout session, with prominent "Brought to you by [Your Organization]" branding, aligning your brand with industry expertise.

### Innovation Advocate Sponsorship Package (\$3,500)

- **Strategic Recognition:** Be recognized as an "Innovation Advocate" in select event promotions for targeted exposure.
- **Enhanced Digital Presence:** Display your logo prominently on our website and digital materials, highlighting your brand's connection to innovation.
- **Exhibition Booth Space:** Secure a booth location in the Exhibitor Hall to effectively display your products or services.
- **Complimentary Registration:** Enjoy complimentary registration for one representative with full access to sessions and networking.

## Community Champion Sponsorship Package (\$2,500)

- **Strategic Recognition:** Be recognized as a "Community Champion" in select event materials, showcasing your commitment to social responsibility.
- **Enhanced Digital Presence:** Display your logo on our website and event materials, highlighting your commitment to community engagement.
- **Exhibition Booth Space:** Secure a booth location in the Exhibitor Hall to effectively display your products or services.
- **Complimentary Registration:** Receive event registration for one representative, providing access to sessions and networking opportunities.

**Note:** To qualify for this sponsorship package, your organization must provide proof of 501(c)(3) status.

## NEW Raffle Contribution Opportunity (Free)

Elevate your brand's visibility and engage directly with attendees by contributing a raffle prize to our upcoming event. This no-cost opportunity offers multiple avenues to showcase your company and connect with a targeted audience. **Why Participate?**

- **Brand Spotlight:** Your company will be acknowledged during the prize drawing, with your name featured as a raffle contributor.
- **Engage Attendees:** Raffle prizes generate excitement and provide a unique way to connect your brand with attendees.
- **Social Media Shout-Out:** Your prize and company name will be featured in event-related social media posts, giving your brand additional visibility.
- **Optional Marketing Materials:** Include a business card, flyer, or branded item with your prize to leave a lasting impression.

## Ideal Raffle Items

To maximize engagement, consider donating items that are both desirable and relevant to our audience. Here are some popular raffle prize ideas: Gift cards, branded gift sets, technology, and local business vouchers. Please reach out to your CCAoA representative for more information.

## Activity Exhibitor Opportunities

### Premium Booth Upgrade – \$500

Upgrade to a premium booth in the Exhibitor Hall for prime placement and maximum foot traffic.

**Photo Booth Sponsorship** – Contact CCAoA to discuss options and pricing

Put your brand in the spotlight! Your logo will be featured on the photo booth, linking your brand to the event's most memorable moments.

### Lanyard Sponsor – \$9,000

Your logo on attendee lanyards guarantees constant visibility. Deadline: March 1, 2025.

### Symposium Reception – \$15,000

Align your brand with the networking highlight! Enjoy branded signage, event recognition, and mentions during the reception.

## Event App Exhibitor Opportunities

### Banner Ads \$2,000 (Static) | \$3,000 (Rotating)

Put your brand front and center! Banner ads on the app's top pages provide constant exposure, with options for static or rotating messaging.

### Direct Notifications – \$1,500 per notification

Ensure your message is seen! Send a push notification to all attendees—perfect for promoting sessions, giveaways, or booth activities.

### Map Sponsorship – \$2,000

Your logo on the event map ensures high visibility and clickable branding for added exposure.

### Exhibitor Profile Page– \$2,000

Stand out with an enhanced profile featuring your logo, contact info, resources, and direct links to your booth.

**Sponsor Staff Profile Page** – \$1,500 per Representative Showcase your team with bios, contact info, and meeting links for easy connections.

### Video Library– \$2,000

Feature your videos in the app to engage attendees and showcase your brand.

### Interactive Program Guide Page Space – \$1,750 per Page

Get a dedicated page in the app's program guide for high-visibility and attendee engagement.

### Gamification- \$1,000

Boost engagement with branded gamification! Feature your company in event challenges, scavenger hunts, and contests.