

PARTNERING FOR

CHILD CARE CHANGE

NOV 3 - 5

Tacoma, WA | Tacoma Convention Center

Sponsorship Opportunities

By supporting Child Care Aware® of America's 2022 Leadership Institute, your company will reach the largest concentration of Child Care Resource and Referral agency (CCR&R) leaders in the field, 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 2022 Leadership Institute 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 Leadership Institute.

- *Brand Forward*
- *Networking & Events*
- *Promotional Opportunities*
- *Speaking Opportunities & Presentations*

Brand Forward

Bag Inserts: Make a lasting, positive impression on attendees...You can include brochure, pamphlet, pens, notebooks or any other item. Bag inserts must meet size requirements, and if you are sending a liquid item, it must be sealed to prevent leaking. \$350

Conference Bags: A perfect way to make a first impression. 100 attendees will receive a conference bag at the registration desk, giving your company full visibility during and after the Leadership Institute. \$2,500

Lanyards: Promote your brand throughout the entire event with one of the most popular on-site sponsorship opportunities. \$2,000

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

Safety Products: Promote your brand on-site while supporting attendees' well-being. CCAoA-provided safety products with sponsor branding could include hand sanitizer, sanitizing wipes or door pull provided to all on-site attendees at registration. \$2,500

Complimentary Wi-Fi: As the exclusive sponsor, you can reach all our attendees and provide company recognition by making the Wi-Fi password your company name. \$2,000

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 displayed on the signage at the charging station. \$2,500

For more information:

Contact **Julie Aten**, Director, Business Development 703.341.4198 or Julie.Aten@usa.childcareaware.org

Water Bottles: Put your company logo on each attendee's water bottle. These bottles are given to each attendee and are sure to make a refreshing impression throughout the conference and at home. \$3,000

Promotional Opportunities

Exhibitor Passport: Increase visibility with our passport game where attendees will go on a treasure hunt by visiting your exhibit table. After visiting every booth on the card, they are entered in a raffle to win up to \$250. \$350

Exhibit Table: Engage with attendees and build brand awareness. Exhibitors receive 1 complimentary registration, a skirted table, two chairs, access to sessions and logo on event website. \$1,500

Onsite 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

Onsite 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

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

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

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

Floor Stickers: Direct attendees to your exhibit table with colorful and exciting custom floor stickers that start by the registration desk and lead to your table. These stickers will feature your custom graphics along with the CCAoA logo. Opportunity includes a total of four (4) floor stickers, with an approx. size of 2'X2'. (3 available) \$3,000

Custom Sponsored Eblast: Send your message out to all 2022 Leadership Institute attendees with a custom eblast. Your message will be sent within the six weeks prior to the conference. This sponsored eblast includes 175 words of copy, a banner image and a URL link. (5 available) \$2,000

Networking & Events

Friday Reception: This great networking opportunity is the ultimate forum for your company to promote your brand. Collect entry forms at your exhibit table and announce the winner of your grand prize drawing to the lucky attendee as the crowd enjoys drinks and appetizers. \$10,000

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

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 the attendees at the tables. \$3,000

Speaking Opportunities & Presentations

Exclusive

Opening/Closing Sessions: Get attendees' attention with this full exposure experience as the exclusive sponsor of the opening or closing session that reach all our guests. This opportunity also includes VIP seats during this session, a 30- to 45-second video from the sponsor, recognition of the sponsor's support from the podium, display of sponsor's logo, opportunity to leave a gift for the attendees at the session and one exhibit table with complimentary registration. \$7,500

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 Leadership Institute begins. \$3,500

Event Registration Showcase: Looking for a way to reach your audience before the Leadership Institute and outside the exhibit hall, and collect attendee contact information for lead generation? 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 Leadership Institute. Includes 20 slots and a post-conference opportunity to sponsor a blog, podcast or e-Newsletter valued at \$5,000 at no extra charge. \$25,000

For more information:

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