

# Building Well-Being & Connections

For The Child Care Community

2023 Leadership Institute

October 18-20 | Chicago, IL



## Sponsorship Opportunities

Child Care Resource and Referral agencies (CCR&Rs) comprise a network of strong, diverse and inclusive organizations that support families and our nation's child care system in large and small communities throughout the nation. As a sponsor, your company will reach the largest concentration of CCR&R leaders in the field, allowing you the opportunity to showcase your services to these on-the-ground leaders as they work together to tackle the toughest issues the child care field is facing. 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.

Enhance your brand and expand your network when you become a sponsor at Child Care Aware® of America's (CCAoA) 2023 Leadership Institute event.

- CCAoA offers a variety of sponsorships opportunities for all budgets.
- Build awareness of your business by picking from the options below or customizing a package to meet your marketing goals.
- Give your company exposure to the decision-makers who participate in the CCAoA Leadership Institute.

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## 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. \$500

**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. \$1,500

**Hotel Key Cards:** Welcome guests to the conference with custom hotel key cards exposing your brand to attendees every morning, day and night. \$1,500

**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. \$1,500

**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 displayed on the signage at the charging station. \$1,500

**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. \$2,000

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For more information:

Contact **Julie Aten**, Director, Business Development 703.341.4198 or [Julie.Aten@usa.childcareaware.org](mailto:Julie.Aten@usa.childcareaware.org)



## 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.

**Standard Location:** \$2,000

**Premium Location:** \$2,500

**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

**Welcome Slides:** Increase your brands visibility with an ad on the official conference welcome slides that rotate before the plenary sessions and during lunch.

**Onsite Program add-on:** \$250/day

**Stand-alone:** \$500/day

**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) \$1,500

**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) \$1,500

**Conference APP:** The one stop shop for attendees to get all information from schedule, sessions, speakers, and exhibitors. Put your company's logo recognition on the welcome page of the conference app. You will also receive an inside full-page ad in our onsite program. \$5,000

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## Networking & Events

**Wednesday 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. \$3,500

**Coffee Break:** Sponsor the best part of waking up! Opportunity includes logo on signage and quarter-page ad in the onsite program. (3 available) \$1,000

**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 available) \$1,500

**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. (2 available) \$2,000

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## Speaking Opportunities & Presentations

*Exclusive*

**Opening/Closing Sessions:** Get attendees' attention with this full exposure experience as the exclusive sponsor of the plenary sessions that reach all our guests. This opportunity also includes VIP seats during the session, a welcome message at the beginning of session 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 or e-Newsletter valued at \$5,000 at no extra charge. \$25,000



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