

Strong Leaders, Strong Child Care

October 16 - 17

2024 Leadership Institute | Salt Lake City, UT

Sponsorship Opportunities

By sponsoring Child Care Aware® of America's 2024 Leadership Institute, your company can reach those who are working to build quality child care in America and make it accessible to all children and families, including military families. Institute attendees are experts and decision-makers from every sector of the early childhood field: Child Care Resource and Referral Networks, early childhood providers and educators, family advocates, and government officials.

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

Sponsorship Packages

Changemaker Sponsorship Package \$7,000

- Exclusive naming rights as “Changemaker” of the Institute.
- Opening/closing remarks for a plenary.
- Prominent logo placement on all event promotional materials, including website, emails, and social media.
- Premier exhibition booth space in a high-traffic area.
- Complimentary registration (3) for company representatives.
- Full page advertisement in program guide.

Trailblazer Sponsorship Package \$4,000

- Recognition as a “Trailblazer Sponsor” on all event promotional materials.
- Logo placement on website, emails, and select social media posts.
- Exhibition booth space in the main exhibition area. (reserve premium exhibition space for +\$500)
- Complimentary registration (2) for company representatives.
- 1/4 page advertisement in program guide.

Innovator Sponsorship \$2,500

- Recognition as an “Innovator Sponsor” on event promotional materials.
- Logo placement on website and select promotional materials.
- Exhibition booth space in a designated area. (reserve premium exhibition space for +\$500)
- Complimentary registration (1) for company representatives.

A LA CARTE

Brand Promotion

Program Back Cover Ad: \$2,000

Build your brand awareness with a 4-color ad on the back cover of the on-site program. Your advertisement in this program will be seen by attendees as they use the guide each day.

Build your brand awareness in a cost-effective way to highlight your work to our attendees:

- **Program Inside Full-Page Ad: \$1,500**
 - **Program Inside Half-Page Ad: \$1,000**
 - **Program Inside Quarter-Page Ad: \$750**
-

Brand Forward

Conference Bags: \$4,000

A perfect way to make a first impression. Attendees will receive a conference bag at the registration desk, giving your company full visibility during and after the Institute.

Lanyards: \$3,000

Promote your brand throughout the entire event with one of the most popular on-site sponsorships opportunities.

Hotel Key Cards: \$2,000

Welcome guests to the conference with custom hotel key cards highlighting your brand to attendees every morning, day, and night.

Brand Experience

Leadership Reception: \$10,000

This platform offers exceptional brand visibility 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.

Networking Event Sponsorship: \$10,000

- Exclusive sponsorship of a networking event (e.g., cocktail reception, luncheon).
- Logo prominently displayed at the networking event venue.
- Opportunity to deliver a brief welcome message at the beginning of the event.
- Recognition as the official sponsor in event communications and signage.
- Complimentary registration (3) for company representatives.

Event Registration Showcase: \$5,000

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. Also includes a post-conference opportunity to sponsor a blog or e-newsletter.

VIP Lounge Sponsorship: \$4,000

- Exclusive sponsorship of a designated VIP lounge area at the venue.
- Customized branding and décor in the VIP lounge space.
- Opportunity to host private meetings or networking sessions in the lounge.
- Recognition as the VIP lounge sponsor in event communications and signage.
- Complimentary access to the VIP lounge for company representatives.

Spotlight on Exhibitor: \$3,500

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.

Exhibitor Lunch: \$3,000

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, a half-page ad in the on-site program and an opportunity to leave a gift and/or brochures for attendees at the tables.

Interactive Activity Sponsorship: \$3,000

- Sponsorship of interactive activities or attractions at the summit, such as photo booths, art installations, or wellness stations.
- Branding opportunities within the activity area and on promotional materials related to the activity.
- Recognition during announcements and signage at the sponsored activity.

Afternoon Refreshment Break: \$2,500

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.

Charging Station: \$2,500

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.

Community Engagement Sponsorship: \$2,500

- Sponsorship of outreach and community engagement initiatives related to the summit, such as local school visits, educational workshops, or volunteer projects.
- Recognition for contributing to community development and education initiatives.
- Opportunity to participate in community engagement activities during the summit.

Break Sponsorship: \$2,000

- Sponsorship of a specific breakout session aligned with the sponsor's expertise or interests.
- Logo displayed on session signage and presentation slides.
- Opportunity to introduce the session speaker(s).
- Recognition as the session sponsor in event communications.
- Complimentary registration for (1) company representative.

Coffee Break: \$1,500

Sponsor the best part of waking up! Opportunity includes logo on signage and quarter-page ad in the onsite program.

Exhibitor Passport: \$350

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.