

CELEBRATING PASSION AND PERSISTENCE.
IGNITING POSSIBILITIES.

2018
SYMPOSIUM



SPONSORSHIP
OPPORTUNITIES

2018 Symposium: April 17-20, 2018



www.usa.childcareaware.org

SPONSOR OPPORTUNITIES AT A GLANCE

2018 SYMPOSIUM AND ANNUAL MEETING		FAMILY ADVOCACY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
		\$40,000	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
EVENT ADMISSIONS (SYMPOSIUM)							
◆◆◆◆	Four (4) Symposium registrations	■					
◆◆◆	Three (3) Symposium registrations		■				
◆◆	Two (2) Symposium registrations			■			
◆	One (1) Symposium registration				■		■
	Exclusive event sponsor (Family Advocacy)	■					
	Exclusive event sponsor (Symposium)		■				
	VIP Table at exclusive sponsored event (Symposium)		■				
EVENT ADMISSIONS (30TH ANNIVERSARY GALA)							
	One Table (10 tickets)	■	■				
◆◆◆◆◆◆	Six (6) Tickets			■			
◆◆◆◆	Four (4) Tickets				■		
◆◆	Two (2) Tickets					■	
SPEAKING OPPORTUNITY (2 minute remarks during sponsored event)							
	Plenary (Family Advocacy or Symposium)	■	■				
	Reception			■			
AVAILABLE SPONSORED EVENT OPPORTUNITIES							
	Open Plenary		■				
	Morning Plenary		■				
	Lunch Plenary		■				
	Afternoon Plenary		■				
	Closing Plenary		■				
	Receptions			■			
	Breakout Sessions					■	
	Charge & Recharge Station				■		
	AM & PM Breaks						■
TRIBUTE							
	Full-page color tribute in the Symposium (outside back cover)	■					
	Full-page color tribute in the Symposium (inside back cover)		■				
	Full-page color tribute in Symposium Program			■			
	Half-page color tribute in Symposium Program				■		
	Quarter-page color tribute in Symposium Program					■	
	Company listing in Symposium Program						■
ELECTRONIC COMMUNICATION							
	Press Release - mention in one press release	■	■				
	Website - company logo with hyperlink on the Symposium webpage	■	■	■			
	Website - listing on Symposium website (logo without hyperlink)				■	■	■
	Social Media - one promotion on CCAoA's Facebook page	■	■				
	One E-Blast announcement highlighting company's sponsorship sent to Symposium attendees	■	■	■			
	E-Newsletter with company logo sent to over 36,000 subscribers	■	■				
EVENT RECOGNITION							
	Logo included in sponsor loop during event	■	■	■	■	■	■
	Sponsorship recognition on event signage	■	■	■	■	■	■
	Tabletop Exhibit	■	■	■	■	■	■
PROMOTIONAL RECOGNITION							
	Logo on Symposium tote bag		■				
	Promotional item in Symposium tote bag		■	■	■		
	Promotional item at sponsored event	■	■				

◆ Additional sponsorship opportunities available, please see descriptive text attached.



AN INVITATION TO SPONSORS



Child Care Aware® of America invites you to become a sponsor and help support our 2018 Symposium and 30th Anniversary celebration! Our anniversary theme — **Celebrating Passion and Persistence. Igniting Possibilities**, truly highlights our 30-year journey and our vision forward as a leader in the child care community.

As a sponsor, you have the opportunity to support the field of child care and early learning, make a connection with local and national leaders in the workforce while promoting your company, products and services.

We began our celebratory journey with our **2017 Leadership Institute**, which generated productive discussions among more than 120 prominent child care resource and referral (CCR&R) agency state and local leaders about trending public policies, facilitate networking around promising strategies, and lead to the creation of innovative tools and initiatives to tackle the issues — big and small — facing the future of child care and early learning.

This year, in April, you can network with more than 600 CCR&Rs, state and local leaders, child-care professionals, and family advocates from across the nation in Washington, DC for four days of interactive professional development opportunities that includes a day of powerful advocacy on Capitol Hill. Our **2018 Symposium** will certainly not be one to miss.

To close out our anniversary celebration, join us at our **30th Anniversary Gala**, where more than 150 of our most powerful supporters will gather for a fantastic fundraising evening.

For more information on the Symposium or Gala please visit <http://anniversary.childcareaware.org/events>.

If you are interested in learning more about supporting these events, please contact us at 571.527.3200, ext. 267. We are happy to customize a sponsorship package just for you!

Thank you for your unique contributions to our field. We are stronger in partnership and look forward to seeing you in April!

Best,

Lynette M. Fraga, Ph.D.
Executive Director, Child Care Aware® of America



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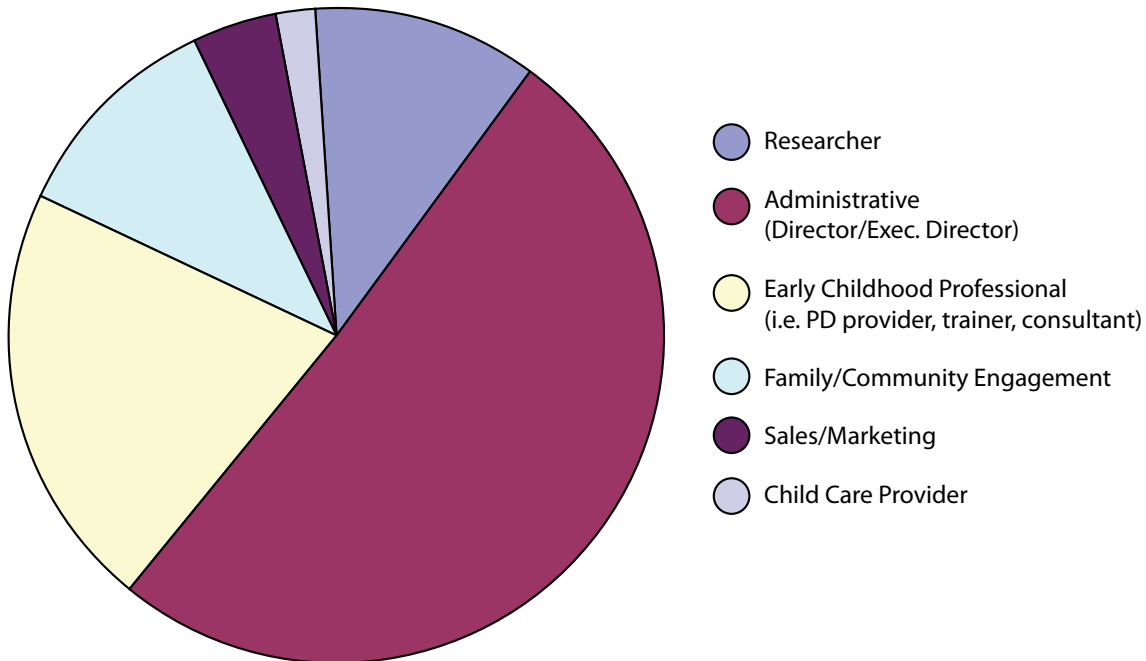
SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

Child Care Aware® of America's 2018 Symposium is a time to focus on all things child care. And, in 2018, we have a lot to celebrate — 30 years of working to strengthen a quality child care system! We also have a great deal of work still left to do.

In the last decade, we've seen investments in quality child care and early learning programs like the reauthorization of Child Care and Development Block Grant (CCDBG) and millions of dollars to communities for early head start child care partnerships, which pave the way for a much brighter future for child care and early learning in communities.

Interact with more than 600 leaders in the Child Care Resource and Referral field; policymakers, educators and researchers in early learning; and parent advocates and other child care professionals over four days of educational sessions, information booths, and our annual Day on the Hill.

WHO ATTENDED OUR 2016 SYMPOSIUM?



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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018




\$40,000: FAMILY ADVOCACY SUMMIT SPONSOR

- Exclusive Family Advocacy Event Sponsor
- Two-minute welcome remarks at Family Advocacy sponsored event
- Four (4) Symposium registrations
- VIP table placement at Family Advocacy Event
- One table for 10 guests at the 30th Anniversary Gala
- One full-page color tribute (outside back cover) in the printed Symposium program
- Sponsorship mention in one event Press Release
- Company logo with hyperlink on the Symposium webpage
- One promotional post on CCAoA's Facebook page
- One E-Blast announcement highlighting company's sponsorship sent to symposium attendees
- One guest blog featured in one E-Newsletter along with company logo and link to company's website (36,000 subscribers)
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- Promotional product placement at sponsored event
- One (1) Table Top Exhibit during the Networking Reception




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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

\$30,000: DIAMOND SPONSOR

- Exclusive Symposium Event Sponsor
- Two-minute welcome remarks at one Symposium sponsored event
- Events available for sponsorship (choose one):
 - Opening Plenary (Tuesday, April 17th)
 - Morning Plenary (Wednesday, April 18th)
 - Lunch Plenary (Wednesday, April 18th or Friday, April 20th)
 - Afternoon Plenary (Wednesday, April 18th)
- Three (3) Symposium registrations
- VIP table placement at Symposium event
- One table for 10 guests at the 30th Anniversary Gala
- One full-page color tribute (inside back cover) in the printed Symposium program
- Sponsorship mention in one event Press Release
- Company logo with hyperlink on the Symposium webpage
- One promotional post on CCAoA's Facebook page
- One E-Blast announcement highlighting company's sponsorship sent to symposium attendees
- One guest blog featured in one E-Newsletter along with company logo and link to company's website (36,000 subscribers)
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- Company logo on Symposium tote bag with product placement inside bag
- Promotional product placement at sponsored event
- One (1) Table Top Exhibit during the Networking Reception



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SPONSORSHIP OPPORTUNITIES
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\$20,000: PLATINUM SPONSOR

- Two (2) Symposium registrations
- Six (6) Tickets to the 30th Anniversary Gala
- Two-minute welcome remarks at one Symposium sponsored event
- Events available for sponsorship (choose one):
 - Meet the Board Reception
 - Networking Reception
- One full-page color tribute in the printed Symposium program
- Company logo with hyperlink on the Symposium webpage
- One E-Blast announcement highlighting company's sponsorship sent to symposium attendees
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- Promotional product inside Symposium tote bag
- One (1) Table Top Exhibit during the Networking Reception

\$15,000: GOLD SPONSOR

- One (1) Symposium registration
- Four (4) Tickets to the 30th Anniversary Gala
- Exclusive sponsor of the Charge & Recharge Station
- Half-page color tribute in the printed Symposium program
- Company logo listing on the Symposium webpage
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- Promotional product inside Symposium tote bag
- One (1) Table Top Exhibit during the Networking Reception

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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018


\$10,000: SILVER SPONSOR

- One (1) Symposium registration
- Two (2) tickets to the 30th Anniversary Gala
- Non-exclusive sponsorship of Symposium breakout session
- Quarter-page color tribute in the printed Symposium program
- Company logo listing on the Symposium webpage
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- One (1) Table Top Exhibit during the Networking Reception


\$10,000: DAY ON THE HILL SPONSOR

- One (1) Symposium registration
- Two (2) tickets to the 30th Anniversary Gala
- Exclusive sponsor to brand Day on the Hill events
- Opportunity to brand the bus transportation
- Opportunity to brand the event backpack
- Quarter-page color tribute in the printed Symposium program
- Company logo listing on the Symposium webpage
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- One (1) Table Top Exhibit during the Networking Reception





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SPONSORSHIP OPPORTUNITIES
DEADLINE: March 1, 2018

\$5,000: BRONZE SPONSOR

- One (1) Symposium registration
- Sponsorship of AM or PM Break service
- Listing in the printed Symposium program
- Company logo listing on the Symposium webpage
- Company logo included in sponsor loop at sponsored or featured event
- Recognition on sponsored-event signage
- One (1) Table Top Exhibit during the Networking Reception

\$5,000: FAMILY ADVOCATE SCHOLARSHIP SPONSOR

- One (1) Symposium registration
- One Parent Advocate Scholarship named after your company
- Listing in the printed Symposium program
- Company logo listing on the Symposium webpage and on the Child Care Works profile page of your scholarship recipient
- Company logo included in sponsor loop at sponsored or featured event
- Acknowledgement on Child Care Works website for one year
- One (1) Table Top Exhibit during the Networking Reception

TRIBUTES (Deadline: March 15)

Show your support for Child Care Aware[®] of America and 30 years of advocating for children and families by purchasing space in the Gala Commemorative program.

Tributes should be submitted press ready, contain CMYK values and 300dpi resolution.

- \$600: Full-page color: 8" wide x 10.5" high
- \$300: Half-page color: 8" wide x 5.16" high
- \$150: Quarter-page color: 3.9" wide x 5.16" high

Please send all artwork to Lei Kendale at lei.kendale@usa.childcareaware.org by March 15, 2018.



CONTACT US



Lei Kendale

Senior Project and Event Specialist

Questions: giving@usa.childcareaware.org or **571.527.3200, ext. 267**

Event Details: <http://anniversary.usa.childcareaware.org/>