



# Event Sponsorship and Marketing Information

Contact Information: [events@usa.childcareaware.org](mailto:events@usa.childcareaware.org) or (703) 341-4133

Join Child Care Aware® of America at one of our upcoming events! In the spring, we hold a policy and advocacy focused event in the Washington, D.C., area that is particularly relevant to those interested in meeting with lawmakers on Capitol Hill to discuss the importance of investing in early care and education. Our spring event welcomes child care experts, Child Care Resource and Referral (CCR&R) leaders and staff, child care providers, researchers, policymakers, and family advocates interested in learning more about the latest topics of research, policy, advocacy and practices in the child care and early education community.

In the fall, we hold our Leadership Institute that was created to enhance the future of the CCR&R community by developing the skills of current and future leaders in the industry. We welcome leaders who serve our nation's youngest learners to engage in dialogue about critical issues facing the future of child care and the early education community. The Institute stimulates innovative solutions that will frame our collective vision of the future.

Please join us along with Child Care Resource and Referral (CCR&R) agency professionals, members of our State Network and Membership Councils, child care providers, family advocates, strategic partners, researchers, policymakers, and others in the early education field at one of our upcoming events.

### **2020 Symposium**

**May 3-6, 2020**

**Washington, DC**

[Click here for more information](#)

### **2020 Leadership Institute**

**October 3-6, 2020**

**Dallas, TX**

### **Interested in sponsoring?**

Your sponsorship provides an opportunity for you to expand your presence within the early childhood education community and across Child Care Aware® of America's members, partners, and family advocates. You can choose from our standard sponsorship options or you can work directly with CCAoA staff to build a unique sponsorship opportunity that meets your specific needs.





# SPONSORSHIP PACKAGES

	CHANGEMAKER \$7,500	INNOVATOR \$5,000	INFLUENCER \$3,000	CONNECTOR \$1,000
Listed in program, on conference website, and at event	✓	✓	✓	✓
Bag insert	✓	✓	✓	✓
Social Media Promotion	✓	✓	✓	
Program Advertisement	Full page	1/2 Page	1/4 Page	
Complimentary Registration	3	2	1	
Exhibit Table	✓	✓		
VIP Table during event	✓			
Logo in marketing emails	✓			

Reach out to our team at  
[events@usa.childcareaware.org](mailto:events@usa.childcareaware.org)

## Other Sponsorship Offerings

If you are interested in sponsoring the event through an advertisement, exhibit table, or bag inserts, please take a look at our other offerings below.

### PROGRAM ADVERTISING

The event program is distributed to all participants. Attendees reference the program as a resource during and after the conference, which makes it a cost-effective way to highlight your work to our attendees. Advertising in the program is charged according to the size of the advertisement.

**Quarter page:** \$250

Horizontal: 8 inches wide x 2.48 inches tall  
Vertical: 3.9 inches wide x 5.15 inches tall

**Half Page:** \$375

Horizontal: 8 inches wide x 5.15 inches tall  
Vertical: 3.9 inches wide x 10.5 inches tall

**Full Page:** \$500

8 inches wide x 10.5 inches tall

### EXHIBIT TABLE

There is an opportunity at each event for your organization to have an exhibit table to interact with our attendees. All exhibitors receive 1 complimentary registration, a skirted table, two chairs, and access to sessions.

**Cost:** \$1,500

### RECEPTION ONLY

One available per event.

**Cost:** \$5,000

### BAG INSERTS

All attendees receive a bag when they register at our events. Bag inserts are a great opportunity for attendees to learn more about your organization. You can send us a brochure, pamphlet, one-pager, pens, notepads, or any other item, and it will be included in our official event bag. Bag inserts must meet size requirements, and if you are sending a liquid sample item, it must be sealed to prevent leaking.

**Cost:** \$250 per event



### FAMILY ADVOCACY NETWORK

Child Care Aware® of America, has been bringing family advocates to Washington, D.C., for over ten years to empower family advocates to meet with lawmakers and tell their personal child care story.

On average, it costs Child Care Aware® of America \$2,000 to bring an advocate to D.C. Your donation will help defray the cost of family advocates traveling from their home state, including airfare/transportation, hotel costs, registration fees, and other incidentals.

To find out more about the Family Advocacy Network and donate to the scholarship fund for advocates, please email [events@usa.childcareaware.org](mailto:events@usa.childcareaware.org).