



LEADERSHIP | Institute

OCT. 12-14, 2025 | NEW ORLEANS, LA

**programming begins at 8AM on October 13*



Join Us

Child Care Aware® of America's Leadership Institute is the premier gathering for child care industry professionals looking to take their leadership and industry knowledge to the next level. With a focus on adapting your leadership in the current national context and climate, participants will dig deep into the issues facing child care leaders and take that learning back to effect real change.

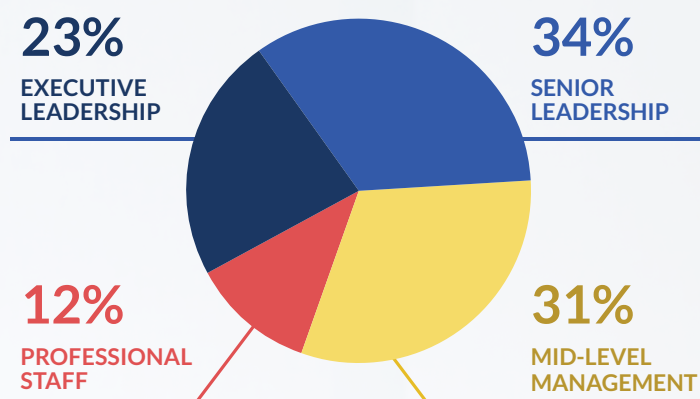


Who Will Be There

Each year, we welcome 130 CCR&Rs, systems leaders who make key decisions in their state, and organizational leaders operating at the highest levels to join us at Leadership Institute. Last year, we counted among our attendees:



150
Attendees



Sponsorship Packages

CHANGEMAKER \$10,000	TRAILBLAZER \$5,000	INNOVATOR \$3,500
Exclusive; only ONE available This premier package puts your brand in the spotlight from start to finish.	Perfect for organizations ready to lead and inspire. Gain strong visibility and personal access to attendees.	For bold thinkers and emerging leaders, this package offers smart exposure and access on a budget.

Brand Recognition: Logo Placement

Event Website	✓ (with a linkback to your website's About page)	✓ (with a linkback to your website's About page)	✓
Digital Event Program (PDF)	Primary placement	✓	✓
Pre-event Emails (3*)	Primary placement	✓	✓
Post-event Email (1)	Primary placement	✓	✓
Onsite Signage	Primary placement	Secondary placement	Tertiary placement
Printed Banner	Primary placement	Secondary placement	Tertiary placement
Main stage carousel	Primary placement	Secondary placement	Tertiary placement
Event App Banner w/Logo	✓	✓	
Push Notification	✓ 1 (per day)	✓	
Gamification Sponsor w/Push Notifications	✓ 1 (per day)		

Direct Engagement: Exhibit Hall

Exhibition Booth (6' table)	Priority placement near high-traffic areas (e.g., registration, session entrances, food stations). First choice of table location, selected in advance of all other sponsors.	Preferred placement assigned after Priority selection. High-visibility spots prioritized by registration date and event layout.	Standard placement assigned by event staff based on overall flow and availability.
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Networking & Learning: Conference Registration

Complimentary Registrations	2	1	1
10% Discount on group registration of customers or staff	✓	✓	✓

À La Carte Options

Enhance your selected sponsorship package with these exclusive à la carte opportunities. These add-ons are only available as enhancements to an existing package and cannot be purchased individually, with the exception of the Reception, which can be purchased as a stand alone item at an increased cost.

Leadership Institute Reception | \$10,000 - 15,000

Align your brand with the networking highlight! Enjoy branded signage, event recognition, and mentions during the reception.

Banner \$2,000 (Static) | \$3,000 (Rotating)

Put your brand front and center! Your banner on the app's top pages provide constant exposure, with options for static or rotating messaging.

Direct Notifications | \$1,500 per notification

Ensure your message is seen! Send a push notification to all attendees—perfect for promoting sessions, giveaways, or booth activities.

Gamification | \$500

Boost engagement with branded gamification! Feature your company in event challenges, scavenger hunts, and contests

Premium Booth Upgrade | \$500

Upgrade to a premium booth in the Exhibitor Hall for prime placement and maximum foot traffic.

Map Sponsorship | \$500

Your logo on the event map ensures high visibility and clickable branding for added exposure.

Sponsor Spotlight Bingo-\$500

Drive booth traffic and boost engagement!

Include your company on our official Bingo Card, a fun and interactive way to ensure attendees stop by your booth. Each participant must visit all booths listed on the bingo card to complete it and earn a raffle ticket for a chance to win. This is a fantastic opportunity to increase visibility, spark conversations, and leave a lasting impression on attendees.

RESERVE YOUR SPONSORSHIP TODAY



Scan the QR Code or go to:

www.childcareaware.org/exhibits-and-sponsorships-opportunities

Questions Contact:

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www.ChildCareAware.org