

2018 EARLY EDUCATORS LEADERSHIP CONFERENCE

October 9-12 | Gaylord National Resort
National Harbor, MD | www.cdacouncil.org/eelc

COUNCIL
for
PROFESSIONAL
RECOGNITION

2018 SPONSORSHIP PROSPECTUS

MAKE
YOUR
MARK.





OPPORTUNITY IS KNOCKING

The Council is excited to offer your organization an opportunity to be a sponsor for the 2018 EELC Conference in Washington, D.C. Our conference audience includes the early childhood education professionals that sponsors, like you, want to reach. You'll easily engage in person with the nearly 300 attendees that includes leading experts showcasing training, innovative tools, and leadership skills designed to assist early educators, administrators, and decision-makers in advancing the field of early childhood education.

Our innovative sponsorships provide months of extended audience reach that will produce value before and after our three-day event in October 2018.

We understand the need for your organization to gain repeated, meaningful exposure so we have created this high-value offer that leverages the Council's premiere annual event.

We think you'll be delighted with one of the more than a dozen specialized sponsorships tailored to your company's marketing needs. Each is enhanced by the power of our online marketing offering. Now is the time to select a sponsorship with the major benefits your company desires.

WHY SPONSOR



THOUGHT LEADERSHIP

The EELC is where smart, informed and passionate early educators share ideas, information and make lasting professional connections. It's time to join your peers whether you're an aspiring thought leader or renowned great thinker!



TARGET AUDIENCE

Early childhood professionals, influencers, policymakers and practitioners. Child Development Associates and CDA Professional Development Specialists, expert ECE education leaders from university and community college faculties; and, high school and technical education faculty and administrators.



RESULTS

Increase your brand visibility - want more exposure? Some of our sponsor packages include:

Signage at the conference, Your logo on the conference bag, Your logo on the conference lanyard and more.

Added brand exposure – Promote your brand on the Council's popular website and online book store.

Reach over 250,000 CDA and ECE professionals as part of the Council newsletter.



BRAND AWARENESS

Increase awareness: Your brand is front and center for the Council's 250,000 newsletter subscribers and thousands of social media followers.

Conference guide ads and listings: Promote your company in the conference guide that every attendee carries at all times.



ATTENDEE PROFILE

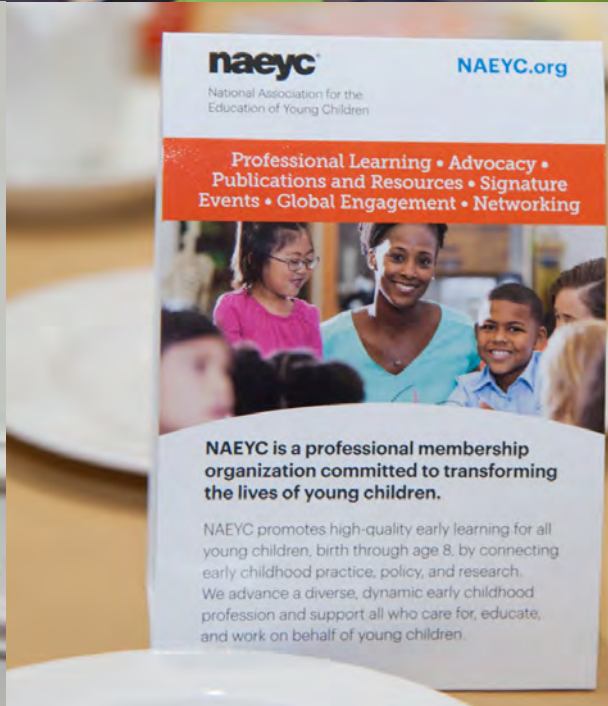


Our conference is custom-designed for early childhood professionals, influencers, policymakers and practitioners who are involved in delivering quality early childhood education services. The EELC attracts local, state and federal policymakers, national and international program leaders, top training organizations and education providers. The boutique structure of the EELC interactive sessions, networking and leadership skill development draws early education and higher education administrators, teachers, legislators and business leaders – who understand the importance of the public and private impact quality early education has in communities throughout the U.S. and the world.



2017 SPONSORS





The Gaylord

NATIONAL RESORT & CONVENTION CENTER

Discover an iconic getaway at our National Harbor hotel

Immerse yourself in an unrivaled stay at Gaylord National Resort & Convention Center. Located on the Potomac River, just steps from the shopping and entertainment National Harbor is known for, our waterfront resort provides you with the best of both worlds. Enjoy a ride on the Capital Wheel, visit MGM National Harbor® with the city's complimentary circulator bus or explore our very own 19-story glass atrium and discover an extraordinary adventure. Following the fun, satisfy your cravings at one of our seven stylish eateries, then end your evening with exotic cocktails and breathtaking views at Pose Lounge & Nightclub. Whether you're visiting for work or play, Gaylord National Resort & Convention Center provides a memorable stay.

SPONSOR BENEFIT OVERVIEW

SPONSORSHIP PACKAGES	Platinum Sponsor	Premier Co-Branding Sponsor	Executive Diamond Sponsor	Gold Sponsor	Official Conference Bag Sponsor	Official Audio-Visual (A/V) Sponsor	Official Conference Lanyard Sponsor	Early Childhood Education (ECE) Workshop Sponsor	Attendee Scholarship Sponsor	Official Healthy Lunch Bag Sponsor
CONFERENCE REGISTRATION (Accommodations not included)	5	3	2	1	1	1	1	1	1	1
EVENT SPONSORSHIP	Choice of (3) events (See next page 8 for event options)	Choice of (2) events (See next page 9 for event options)	Choice of (1) event (See next page 10 for event options)	Choice of (1) event (See next page 10 for event options)	N	N	N	Choice of (1) workshop (See full schedule for session options)	N	N
BANNER ADS ON COUNCIL WEBSITE	12 Ads (One week/month, Feb 2018-Jan 2019)	10 Ads (One week/month, Feb 2018-Jan 2019)	8 Ads (One week/month, Feb 2018-Jan 2019)	N	N	N	N	N	N	N
BANNER ADS ON COUNCIL STORE	N	N	N	6 Ads (One week/month, Feb 2018-Jan 2019)	6 Ads (One week/month, Feb 2018-Jan 2019)	6 Ads (One week/month, Feb 2018-Jan 2019)	3 Ads (One week/month, Feb 2018-Jan 2019)	3 Ads (One week/month, Feb 2018-Jan 2019)	3 Ads (One week/month, Feb 2018-Jan 2019)	3 Ads (One week/month, Feb 2018-Jan 2019)
BANNER ADS IN MONTHLY COUNCIL NEWSLETTER (Limited availability per month, schedule in advance)	12 Ads (Feb 2018-Jan 2019)	10 Ads (Feb 2018-Jan 2019)	8 Ads (Feb 2018-Jan 2019)	6 Ads (Feb 2018-Jan 2019)	6 Ads (Feb 2018-Jan 2019)	6 Ads (Feb 2018-Jan 2019)	3 Ads (Feb 2018-Jan 2019)	3 Ads (Feb 2018-Jan 2019)	3 Ads (Feb 2018-Jan 2019)	3 Ads (Feb 2018-Jan 2019)
SIGNAGE AT SPONSORED EVENT	Y	Y	Y	Y	N	Y	N	Y	N	N
LOGO ON CONFERENCE WEBSITE	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
LOGO ON SPONSORED COLLATERAL	N	N	N	N	Y (On conference bag)	N	Y (On lanyard)	N	N	Y (On lunch bag)
NAME RECOGNITION ON EELC PRESS RELEASE	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
CONFERENCE BAG INSERT (Collateral provided by sponsor)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
HEALTHY LUNCH BAG INSERTS (Collateral provided by sponsor)	N	N	N	N	N	N	N	N	N	Y
SPEAKER/HOST AT CONFERENCE EVENT	Opening remarks at (1) event (5 minutes)	Opening remarks at (1) event (5 minutes)	Speaker or Host at (1) event (6 minutes)	Speaker or Host at (1) event (3-5 minutes)	N	N	N	Hosts/Introduces sponsored session(s) (2-4 minutes)	N	N
EVENT CENTERPIECE (Collateral provided by sponsor)	N	Y	N	N	N	N	N	N	N	N
PROGRAM BOOKLET	(1) Full-Page Ad	(1) Full-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	Logo Only	Logo Only	Logo Only	Logo Only
PHOTO OP WITH COUNCIL EXECUTIVE STAFF	Y	N	Y	N	N	N	N	N	N	N
10% COUNCIL STORE DISCOUNT (Limitations may apply)	12-Months	10-Months	9-Months	6-Months	6-Months	6-Months	6-Months	3-Months	N	Y
INVESTMENT	\$20,000	\$11,000	\$7,000	\$5,000	\$5,000	\$5,000	\$3,000	\$3,000	\$2,500 per recipient	\$2,500

A LA CARTE	<ul style="list-style-type: none"> • Full-Page Ad in Program Booklet \$1,000 • Half-Page Ad in Program Booklet \$500 • Bag Inserts \$500 (Collateral Provided by Sponsor) • Healthy Lunch Bag Inserts \$250 (Collateral Provided by Sponsor)
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PLATINUM SPONSOR



Co-Branding Sponsor of 3 Events:

- PDS - Gold Standard Symposium
- High School Fair
- Welcome Reception

Package Benefits:

1. **(5) Full Registrations** (Registration Only)
2. Marketing Partner
 - **(12) Banner Ads on Council website** for 1 week a month for up to 12 months
 - **(12) Ads in CDA Newsletter** (225,000-245,000 subscribers) - Once a month for 12 months
 - **Signage at Sponsored Events**
 - **Logo on EELC Conference Website**
 - **EELC Press Release** (Includes distribution to Council Network)
 - **Conference Bag Insert** (Collateral Provided by Sponsor)
3. **Speaker** (Choice of 1 Program Event - Opening program remarks for 5 minutes)
4. **(1) Full-Page Ad** in Program Booklet
5. **Photo Op with Council Executive Staff**
6. **10% discount on bookstore purchases for 12 months** (Does not cover shipping, handling & taxes)

SPONSORSHIP COST = \$20,000.00



PREMIER CO-BRANDING SPONSOR

Co-Branding of (2) of the following events:

- Lunch Programs
- Opening Session
- Closing Session

Package Benefits:

a. (3) Full Registrations (Registration Only)

b. Marketing Partner

- **(10) Banner Ads on Council website** for 1 week a month for up to 12 months
- **(10) Ads in CDA Newsletter** (225,000 – 245,000 subscribers) - Once a month for 10 months
- **Signage at Sponsored Events**
- **Logo on EELC Conference Website**
- **EELC Press Release** (Includes distribution to Council Network)
- **Conference Bag Insert** (Collateral Provided by Sponsor)

c. Speaker (Choice of 1 Program Event - Opening program remarks for 5 minutes)

d. Sponsor of Centerpiece at Event (Collateral Provided by Sponsor)

e. (1) Full-Page Ad in Program Booklet

f. 10% discount on bookstore purchases for 12 months (Does not cover shipping, handling & taxes)

SPONSORSHIP COST = \$11,000.00

EXECUTIVE DIAMOND SPONSOR

Choices of Events:

- Awards Luncheon
- Opening Session
- Evening Event/Gala
- Healthy Luncheon
- Welcoming Reception

Package Benefits:

a. (2) Full Registrations (Registration Only)

b. Marketing Partner

- **(8) Banner Ads on Council website** for 1 week a month for up to 12 months
- **(8) Ads in CDA Newsletter** (225,000-245,000 subscribers) - Once a month for 8 months
- **Signage at Sponsored Events**
- **Logo on EELC Conference Website**
- **EELC Press Release** (Includes distribution to Council Network)
- **Conference Bag Insert** (Collateral Provided by Sponsor)

c. Speaker or Host at Events (6 minutes)

d. Photo Op with Council Executive Staff

e. (1) Half-Page Ad in Program Booklet

f. 10% Discount on Council Bookstore for 9 months (Does not cover shipping, handling & taxes)



SPONSORSHIP COST = \$7,000.00

GOLD SPONSOR

Choices of Events:

- PDS-Gold Standard Symposium
- Council High School College-Job Fair
- Town Hall Sponsor
- Closing General Session

Package Benefits:

- (1) Full Registration** (Registration Only) and 50% off a 2nd full Registration
- Marketing Partner
 - **(6) Banner Ads on Council Store website** for 1 week a month for 6 months
 - **(6) Ads in CDA Newsletter** (225,000 – 245,000 subscribers) - Once a month for 6 months
 - **Signage at Sponsored Event**
 - **Logo on EELC Conference Website**
 - **EELC Press Release** (Includes distribution to Council Network)
 - **Conference Bag Insert** (Collateral Provided by Sponsor)
- Speaker or Host** at Events (3-5 minutes)
- (1) Half-Page Ad** in Program Booklet
- 10% discount on bookstore purchases for 6 months** (Does not cover shipping, handling & taxes)

SPONSORSHIP COST = \$5,000.00

OFFICIAL CONFERENCE BAG SPONSOR

Package Benefits:

- a. **(1) Full Registration** (Registration Only) and 50% off a 2nd full Registration
- b. Marketing Partner
 - **(6) Banner Ads on Council Store website** for 1 week a month for 6 months
 - **(6) Ads in CDA Newsletter** (225,000 – 245,000 subscribers) - Once a month for 6 months
 - **Logo on EELC Conference Website**
 - **Logo Placed on Official Conference Bags**
 - **EELC Press Release**
(Includes distribution to Council network)
 - **Conference Bag Insert**
(Collateral provided by sponsor)
- c. **(1) Half-Page Ad** in Program Booklet
- d. **10% discount on bookstore purchases for 6 months**
(Does not cover shipping, handling & taxes)

**SPONSORSHIP
COST = \$5,000.00**



OFFICIAL AUDIO-VISUAL (A/V) SPONSOR

Package Benefits:

- a. **(1) Full Registration** (Registration Only) and 50% off a 2nd full Registration
- b. Marketing Partner
 - **(6) Banner Ads on Council Store website** for 1 week a month for 6 months
 - **(6) Ads in CDA Newsletter** (225,000 – 245,000 subscribers) - Once a month for 6 months
 - **Logo on EELC Conference Website**
 - **Signage at Events**
 - **EELC Press Release** (Includes distribution to Council network)
 - **Conference Bag Insert** (Collateral provided by sponsor)
- c. **(1) Half-Page Ad** in Program Booklet
- d. **10% discount on bookstore purchases for 6 months** (Does not cover shipping, handling & taxes)

SPONSORSHIP COST = \$5,000.00



OFFICIAL CONFERENCE LANYARD SPONSOR

Package Benefits:

- a. **(1) Full Registration** (Registration Only)
- b. Marketing Partner
 - **(3) Banner Ads on Council Store website** for 1 week a month for 6 months
 - **(3) Ads in CDA Newsletter** (225,000 – 245,000 subscribers) - Once a month for 6 months
 - **Logo on EELC Conference Website**
 - **Logo Placed on Official Conference Lanyards**
 - **EELC Press Release**
(Includes distribution to Council Network)
 - **Conference Bag Insert**
(Collateral Provided by Sponsor)
- c. **Logo placed in Program Booklet**
- d. **10% discount on bookstore purchases for 6 months** (Does not cover shipping, handling & taxes) **OR** 6 Banner Ads on Council store website for 6 months **OR** 6 Ads in CDA Newsletter **OR** One additional full registration.

SPONSORSHIP COST = \$3,000.00

2018 EARLY EDUCATORS
LEADERSHIP CONFERENCE

Jane Smith
Washington, DC

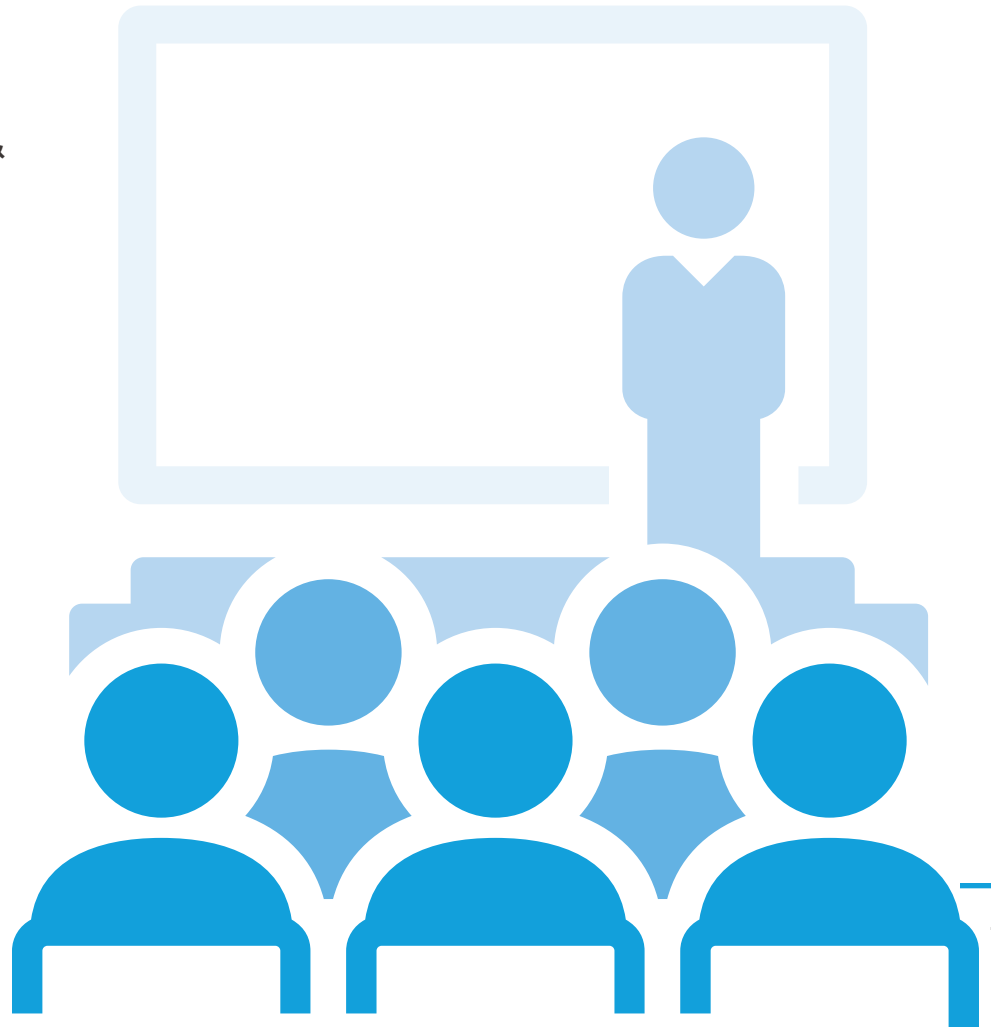
YOUR NAME HERE EELC 2018 YOUR NAME

EARLY CHILDHOOD EDUCATION (ECE) WORKSHOP SPONSOR

Package Benefits:

- a. **(1) Full Registration** (Registration Only)
- b. Marketing Partner
 - **(3) Banner Ads on Council Store website** for 1 week a month for 3 months
 - **(3) Ads in CDA Newsletter** (225,000-245,000 subscribers) - Once a month for 3 months
 - **Signage at Sponsored Workshop**
 - **Logo on EELC Conference Website**
 - **EELC Press Release** (Includes distribution to Council Network)
 - **Conference Bag Insert** (Collateral Provided by Sponsor)
- c. **Hosts/Introduces Sponsored Sessions** (2-4 minutes)
- d. **Logo placed in Program Booklet**
- e. **10% discount on bookstore purchases for 3 months** (Does not cover shipping, handling & taxes)

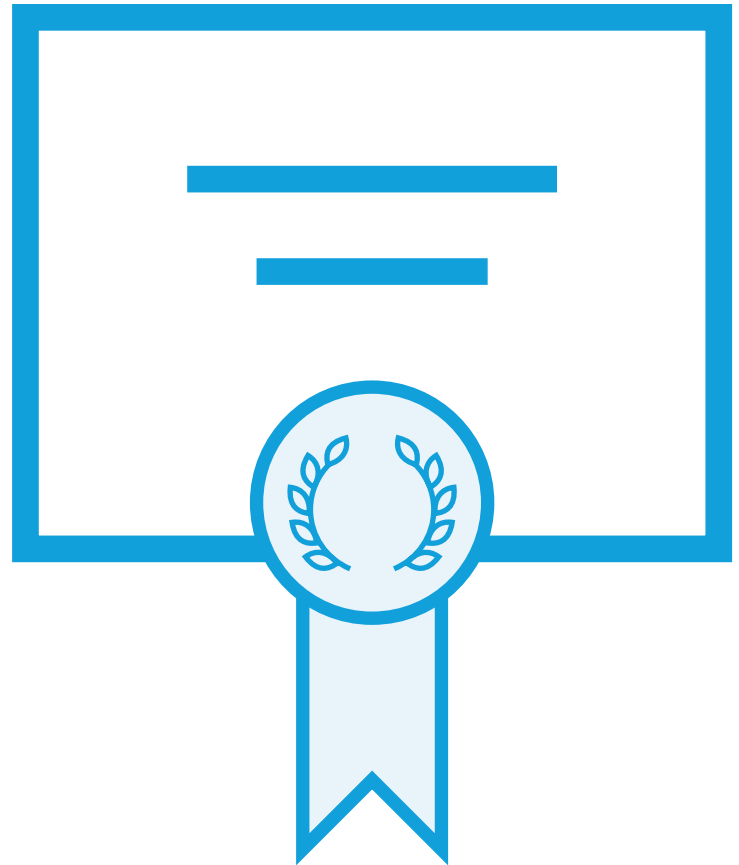
**SPONSORSHIP
COST = \$3,000.00**



ATTENDEE SCHOLARSHIP SPONSOR

Package Benefits:

- a. **(1) Full Registration** (Registration Only)
- b. Marketing Partner
 - **(3) Banner Ads on Council Store website** for 1 week a month for 3 months
 - **(3) Ads in CDA Newsletter** (225,000-245,000 subscribers) - Once a month for 3 months
 - **Logo on EELC Conference Website**
 - **EELC Press Release** (Includes distribution to Council Network)
- c. **Conference Bag Insert** (Collateral Provided by Sponsor)
- d. **Logo placed in Program Booklet**



**SPONSORSHIP COST =
\$2,500.00 per scholarship recipient**

OFFICIAL HEALTHY LUNCH BAG SPONSOR

Package Benefits:

a. **(1) Full Registration** (Registration Only)

b. Marketing Partner

- **(3) Banner Ads on Council Store website** for 1 week a month for 3 months
- **(3) Ads in CDA Newsletter** (225,000-245,000 subscribers) - Once a month for 3 months
- **Logo on EELC Conference Website**
- **Logo Placed on Official Healthy Lunch Bags**
- **EELC Press Release** (Includes distribution to Council Network)
- **Conference Bag Insert** (Collateral Provided by Sponsor)
- **Healthy Lunch Bag Insert** (Collateral provided by sponsor)

c. **Logo placed in Program Booklet**

d. **10% discount on bookstore purchases** (Does not cover shipping, handling & taxes)

**SPONSORSHIP COST =
\$2,500.00**



ALACARTE

- Full-Page Ad in Program Booklet **\$1,000**
- Half-Page Ad in Program Booklet **\$500**
- Conference Bag Inserts **\$500 (Collateral Provided by Sponsor)**
- Healthy Lunch Bag Inserts **\$250 (Collateral Provided by Sponsor)**



SPONSORSHIP COMMITMENT FORM

I would like to invest in the Council for Professional Recognition's 2018 Early Educators Leadership Conference at the following level:

- | | | | |
|--|----------|---|---------|
| <input type="checkbox"/> Council Platinum Sponsor | \$20,000 | <input type="checkbox"/> Official Conference Lanyard Sponsor | \$3,000 |
| <input type="checkbox"/> Premier Co-Branding Sponsor | \$11,000 | <input type="checkbox"/> Attendee Scholarship Sponsor Package | \$2,500 |
| <input type="checkbox"/> Executive Diamond Sponsor | \$7,000 | <input type="checkbox"/> Official Healthy Lunch Bag Sponsor | \$2,500 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Full Page Ad in Program Booklet | \$1,000 |
| <input type="checkbox"/> Official Conference Bag Sponsor | \$5,000 | <input type="checkbox"/> Half Page Ad in Program Booklet | \$500 |
| <input type="checkbox"/> Official Audio-Visual (A/V) Sponsor | \$5,000 | <input type="checkbox"/> Bag Inserts | \$500 |
| <input type="checkbox"/> ECE Workshop Sponsor | \$3,000 | <input type="checkbox"/> Healthy Lunch Bag Inserts | \$250 |

Payment in the amount of: \$

Credit Card Payment: MasterCard VISA Discover

Card Number: _____

EXP Date (Month/Year): _____ / _____ CVC Code (3-Digit Number on Back of Card): _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Authorized Signature: _____ Date: _____

Enclosed is a check made payable to Council for Professional Recognition

Send an invoice to the billing address listed below.

Please promote/list my organization name as written below:

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____

Fax: _____

Email: _____

Please send a high-resolution image (300dpi, .eps or .png preferred) of your logo to oterac@cdacouncil.org.

In case we need to contact you, please provide a contact for logo inquiries:

Contact Name: _____

Telephone: _____

Email: _____

Thank you for your support of the 2018 Early Education Leadership Conference!

**ALL SPONSORSHIP OPPORTUNITIES ARE ON A FIRST COME FIRST SERVE BASIS,
PLEASE RETURN COMPLETED ORDER FORM TO:**

Council for Professional Recognition, ATTN: Kevin Butler, 2460 16th Street NW, Washington, DC 20009
Questions: KevinButler@cdacouncil.org

