



Make an IMPACT *on the Future of ECE*

Sponsorship Prospectus

Early Educators Leadership Conference

OCT 5-8, 2021 | LEESBURG, VA

COUNCIL
for
PROFESSIONAL
RECOGNITION

Come Together, and Make an Impact!

The annual Early Educators Leadership Conference (EELC) brings together a concentrated network of 200+ national and international early childhood professionals, policymakers and program leaders dedicated to advancing the field of early childhood education and improving the lives of young children and families.

Our attendees come seeking professional development, as well as new opportunities to extend and strengthen the reach of local and federal early care networks. With three days of general sessions, panels and workshops, attendees are constantly gaining knowledge and skills, sharing best practices and networking with early childhood professionals from around the world.

EELC provides a unique opportunity for conference sponsors to enhance their brand recognition, engage with attendees about their services and provide collateral for continued post-conference engagement and learning.

EELC is an ecosystem built for attendees, speakers and sponsors alike to impact change, grow professionally and evolve into new areas, networks and systems.



Attendees at Closing General Session

*2019 Early Educators Leadership Conference
Atlanta, Georgia*



Why Sponsor?



BUILD BRAND AWARENESS

Our innovative sponsorships help you target audiences while on-site, as well beyond the conference with opportunities that will produce additional value and increased views.

The conference provides more than a dozen sponsorship opportunities that will meet your company's marketing needs.

Now is the time to select a sponsorship with major benefits that will energize your company.



THOUGHT LEADERSHIP AND DECISION MAKERS

EELC brings together national and international leaders, policymakers, early childhood professionals, higher education institutions and early childhood training organizations all under one roof to discuss vital issues facing the field.



MAJOR INFLUENCERS ATTEND

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.



2019 Testimonials

“ Very well organized, rich in content... Full of positive energy and motivation. It added a lot to my professional development. The speech given by Dr. Valora and Mr. Milton J. Little was really enthusiastic, inspiring, and motivating. ”

*Nevin El Sharkawi
New Cairo, Egypt*

“ Every session was nothing less than outstanding. Great group of keynote speakers and presenters. Amazing! ”

Larnell Yost, Green Cove Springs, FL



“ In 27 years of attending conferences, this was by far the best! ”

Kathy Miller, Joplin, MO

“ Each year, the EELC raises the professional offerings. This year was packed with incredible leaders and keynote presenters. I also appreciate the all-inclusive venue to truly have time to hold conversations with other leaders, as well as meet other leaders from all over the world. ”

*Christine Belinda
State College, PA*

“ The conference was more than I thought it would be. I loved everything about this conference. The staff was pleasant, the hotel was very nice and clean, the speakers gave so much insight on how I should conduct myself with staff and children. I am so grateful I was able to attend. ”

*Sharon Massey-Hawkins
Eight Mile, AL*

“ The atmosphere of incorporating self-care with the learning aspect felt balanced. I loved the Council Chat experience at this conference. ”

Mary Farrelly, Sayreville, NJ

2019 Sponsors

We would like to thank our sponsors for making 2019 a phenomenal success.



About the Resort

The setting of the Early Educators Leadership Conference (EELC) allows attendees an opportunity to retreat and revive through self-care sessions, wellness breaks and resort amenities. Lansdowne Resort and Spa is a sanctuary for golfers and an oasis for productive meetings. Located on 500 beautiful acres overlooking the scenic Potomac River, stunning views await you. It is conveniently located 30 miles outside Washington, D.C. and 12 miles from Washington Dulles International Airport, so it is easy to find no matter your starting point.



Sponsorships At-a-Glance

	GOLD	SILVER	OFFICIAL CONFERENCE BAG	OFFICIAL AUDIO-VISUAL (A/V)	OFFICIAL CONFERENCE LANYARD	ATTENDEE SCHOLARSHIP	WELLNESS BREAKS
CONFERENCE REGISTRATION (Accommodations not included)	2	1					1 Day Pass
EVENT SPONSORSHIP	1 Main Event	1 Select Event					
BANNER AD ON WEBSITE (Subject to availability)	✓						
ADS IN MONTHLY NEWSLETTER (Subject to availability)	✓	✓	✓	✓			
SIGNAGE AT SPONSORED EVENT	✓	✓					✓
LOGO ON CONFERENCE WEBSITE	✓	✓	✓	✓			
LOGO ON SPONSORED COLLATERAL			✓		✓		
LOGO ON EELC CONFERENCE APP	✓	✓	✓	✓			
CONFERENCE BAG INSERT	✓	✓	✓	✓	✓	✓	
REMARKS AT CONFERENCE EVENT	✓	✓					
PROGRAM BOOKLET	(1) Full-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad	(1) Half-Page Ad
INCLUSION IN JOINT PRESS RELEASE	✓	✓					
10% COUNCIL STORE DISCOUNT	4-Months	2-Months	2-Months	2-Months	1-Month	1-Month	
INVESTMENT	\$10,000	\$7,000	\$5,000	\$5,000	\$3,000	\$2,500	\$2,000

■ Included in the sponsorship package

Note: Additional a-la-carte options available on page 14.

DISCLAIMER: In order to maximize your sponsorship benefits, it is best to get started early. We recommend scheduling advertising in advance to ensure brand visibility online and in the monthly CouncilLINK newsletter. All 2021 EELC conference advertising must run between February 2021 through January 2022.

Gold Sponsorship

OPTIONS FOR (1) MAIN EVENT

Each General Session includes all conference attendees.

- ✓ Welcome Reception
- ✓ Opening General Session
- ✓ Closing General Session & CDA Advocate Award
- ✓ Council Chat General Session
- ✓ Game Play General Session
- ✓ General Session: Finding Your Happy—It's an Inside Job!

PACKAGE BENEFITS

- (2) Conference Registrations** – Includes all events, meals on Wednesday, Thursday and breakfast on Friday (*Accommodations not included. Room(s) may be booked separately by sponsor.*)
- Marketing Partner**
 - ✓ **(1) Banner Ad on EELC Conference Website** for 4 Weeks
 - ✓ **(1) Ad in CouncilLink Newsletter (280,000 subscribers)** - Once a month for 4 months
 - ✓ **Signage at Sponsored Event**
 - ✓ **Logo on EELC Conference Website** with Link to Sponsor Website
 - ✓ **Logo on EELC Live Conference App**
 - ✓ **Conference Bag Insert** (*Collateral Provided by Sponsor*)
- Remarks at Selected Events** (5 minutes)
- (1) Full-Page Ad** in Program Booklet
- Inclusion in Official EELC Press Release**
- One-year Complimentary Council Partnership Benefits**, which include account management support, 10% discount on Council Store purchases for 2 months (*Does not cover shipping, handling & taxes*)

\$10,000

Welcome Reception

2019 EELC
Atlanta, Georgia

Silver Sponsorship

OPTIONS FOR (1) SELECT EVENT

- ✓ **PDS Symposium & Lunch (Full Day)** - Includes 2-3 minute remarks at event
- ✓ **Wellness & Self-Care Program (2 Days)** - Includes sports bottle co-branded with EELC, 2-3 minute remarks to kick off program at a general session
- ✓ **Concurrent Session Tracks (Selection of 1 Track for 2 Days)** - Includes welcome & remarks during concurrent sessions within the selected track
- ✓ **Lunch & Networking in Dining Room (2 Days)** - Includes 2-3 minute remarks at end of a general session designated by the Council

PACKAGE BENEFITS

- (1) Conference Registration** - Includes all events, meals on Wednesday, Thursday and breakfast on Friday (*Accommodations not included. Room(s) may be booked separately by sponsor.*)
- Marketing Partner**
 - ✓ **(1) Ad in CouncilLink Newsletter (280,000 subscribers)** - Once a month for 2 months
 - ✓ **Signage at Sponsored Event**
 - ✓ **Logo on EELC Conference Website** with Link to Sponsor Website
 - ✓ **Logo on EELC Live Conference App**
 - ✓ **Conference Bag Insert** (*Collateral Provided by Sponsor*)
- (1) Half-Page Ad** in Program Booklet
- Inclusion in Official EELC Press Release**
- One-year Complimentary Council Partnership Benefits**, which include account management support, 10% discount on Council Store purchases for 2 months (Does not cover shipping, handling & taxes)

\$7,000

CDA PD Specialist™ Symposium

2019 EELC
Atlanta, Georgia

Official Conference Bag Sponsorship

PACKAGE BENEFITS

- 1. Logo Placed on Official Conference Bags**
(Approximately 250-300 bags)
- 2. Marketing Partner**
 - ✓ **(1) Ad in CouncilLink Newsletter (280,000 subscribers)** for 1 month
 - ✓ **Logo on EELC Conference Website** with Link to Sponsor Site
 - ✓ **Logo on EELC Live Conference App**
 - ✓ **Conference Bag Insert** (Collateral Provided by Sponsor)
- 3. (1) Half-Page Ad in Program Booklet**
- 4. 10% Discount on Council Store Purchases**
for 2 months (Does not cover shipping, handling & taxes)

\$5,000

Attendee Receiving Conference Bag at Check-In

2019 EELC
Atlanta, Georgia



Official Audio Visual (A/V) Sponsorship

PACKAGE BENEFITS

1. **Logo on All Walk-In Slides** at the General Sessions
2. **Marketing Partner**
 - ✓ **(1) Ad in CouncilLink Newsletter (280,000 subscribers)** for 1 month
 - ✓ **Logo on EELC Conference Website** with Link to Sponsor Site
 - ✓ **Logo on EELC Live Conference App**
 - ✓ **Conference Bag Insert** (Collateral Provided by Sponsor)
3. **(1) Half-Page Ad in Program Booklet**
4. **10% Discount on Council Store Purchases** for 2 months (Does not cover shipping, handling & taxes)

\$5,000

Closing General Session Keynote

2019 EELC
Atlanta, Georgia



Official Conference Lanyard Sponsorship

PACKAGE BENEFITS

1. **Logo Placed on Official Conference Lanyard**
2. **Conference Bag Insert** (Collateral Provided by Sponsor)
3. **(1) Half-Page Ad in Program Booklet**
4. **10% Discount on Council Store Purchases** for 1 month (Does not cover shipping, handling & taxes)

\$3,000

Attendee Scholarship Sponsorship

PACKAGE BENEFITS

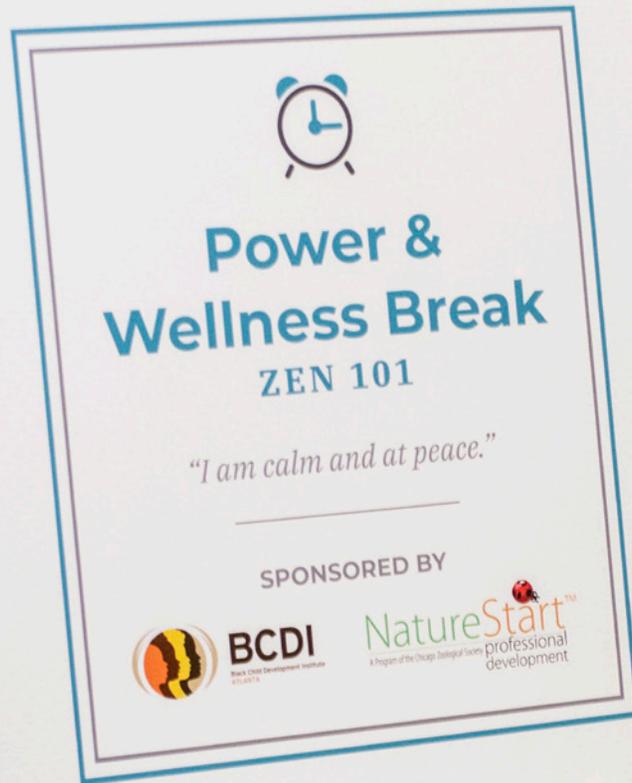
1. **Sponsor Acknowledgment and Announcement of Scholarship Winners** at Opening General Session
2. **Photo Op with Scholarship Winners**
3. **Conference Bag Insert** (Collateral Provided by Sponsor)
4. **(1) Half-Page Ad in Program Booklet**
5. **10% discount on bookstore purchases for 1 month** (Does not cover shipping, handling & taxes)

\$2,500 per scholarship recipient

Scholarship Winner with Sponsor

2019 EELC
Atlanta, Georgia

2019 Early Educators
Leadership Conference
OCTOBER 8-11 | ATLANTA, GA



Wellness Refreshment Breaks Sponsorship

PACKAGE BENEFITS

1. Sponsor hosted presentation stand to highlight products during Morning and Afternoon Breaks (Collateral provided by sponsor)
2. Sponsor materials remain on stand throughout the day
3. (1) Day Full Conference Access
4. (1) Half-Page Ad in Program Booklet
5. Logo on Event Signage

\$2,000 per day

Sponsor Signage for Wellness Break

2019 EELC
Atlanta, Georgia



Attendees during Lunch Break

2019 EELC
Atlanta, Georgia

A-La-Carte

Welcome Gift Greeting Package

Be the first to greet conference participants with a gift delivered to their hotel room. A special touch!

PACKAGE BENEFITS

1. (1) Day Full Conference Access
2. (1) Half-Page Ad in Program Booklet

\$2,500 (Gift provided by Sponsor)

Full-Page Ad

Full-page ad placed in program booklet printed and distributed to all attendees.

\$1,000

Half-Page Ad

Half-page ad placed in program booklet printed and distributed to all attendees.

\$500

Sponsorship Commitment Form

1 Select Sponsorship Packages:

Gold Sponsorship: \$10,000

- Official Conference Bag Sponsor: \$5,000
- Attendee Scholarship Sponsor: \$2,500
- Full-Page Ad in Program Booklet : \$1,000

Silver Sponsorship: \$7,000

- Official Audio-Visual (A/V) Sponsor: \$5,000
- Wellness Refreshment Break Sponsor: \$2,000
- Half-Page Ad in Program Booklet : \$500

Requested Event: _____

- Official Conference Lanyard Sponsor: \$3,000
- Welcome Gift Greeting Package: \$2,500

2 Select Payment Option:

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

3 Provide Contact Information:

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 cdaevents@cdacouncil.org.

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

Contact Name: _____

Telephone: _____

Email: _____

4 Return Completed Form to: cdaevents@cdacouncil.org

All conference sponsorship opportunities are first come, first served basis. Please select the sponsor option and the event if there is a choice and return with payment. A confirmation letter and agreement will be sent upon receipt and full payment. **Questions? Contact Arthur Nelson at ArthurN@cdacouncil.org.**