



**Bridge the Gap**

**for Recognition**

**in ECE**

**Early Educators Leadership Conference**

October 5-8, 2022 | Orlando, FL

**2022 SPONSORSHIP PROSPECTUS**

**COUNCIL**  
— *for* —  
**PROFESSIONAL  
RECOGNITION**

# Come Together, and Bridge the Gap for Recognition in ECE!

The 2022 Early Educators Leadership Conference (EELC), *Leading Career Pathways to Equity*, will bring 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. This year's conference will focus on advancing equity in early learning, through advocacy for young children, families, and the educators who serve them. Your sponsorship will demonstrate your support for these important causes aimed at improving our society and advancing the early education of young children.

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



# 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.

# 2021 Testimonials

“ I found this experience to be very positive and a welcome opportunity to converse with others as well as to have group movement and exercise activities. ”

-Mary Louise Musler

“ This was one of the best conference that I have attended in my 20 plus years in the field. From the start to the end you felt love, a sense of belonging, and you were refreshed and recharged. Leaving with a zeal to definitely make a difference. ”

-Felicia Williams

“ Loved this conference. The venue was exceptional and the sessions were inspiring and informative. ”

-Lorinda Gamson

“ This was my first time attending the EELC conference. Wow-very impressive because of the smaller size of attendance, attention to detail, amazing keynote and additional speakers, and self-care sessions. Truly well done!! The Council members were very approachable and engaging and did a great job. ”

-Greta Henry

“ The CDA council conference is the best conference I ever attended. The Council makes you feel at home. ”

-Theresa Hetler

“ This was my first CDA Council Conference. I enjoyed the diverse population of those in attendance. From family child care to private child care to head start programs to universities & high school programs. Loved networking with all of them. ”

-Patricia Vargas

“ This is my favorite Early Childhood conference because of the ability to really connect with other professionals. ”

-Jenae Polok



# 2021 Sponsors

We would like to thank our in-person and virtual sponsors for making the 2021 conference a phenomenal success.



# About the Resort

Discover a unique experience at Renaissance Orlando at SeaWorld® that combines the excitement of Orlando with its own imaginative style, making it the perfect conference destination. Take in views of the sparkling pool and lush, tropical grounds from your spacious guest room. Down time can be as simple as relaxing in one of the comfortable lounge chairs surrounding the tropical pool area, an impromptu networking session in one of the bars or restaurants or take in all the action while connecting with colleagues in the atrium lobby. Get energized at the Fitness Center, where Peloton Bikes are a star of the show. Be pampered at the full-service spa or escape for a walk or run on well-lighted paths around the SeaWorld Resort area. The resort is within walking distance of SeaWorld® Orlando and the Aquatica water park; International Drive and Disney Theme Parks are also close by.



# Sponsorships At-a-Glance

■ Included in the sponsorship package

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

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EELC PATRON	FRIEND OF EELC
REGISTRATION	2	1	1	Full day pass	Full day pass	
EVENT SPONSORSHIP	✓	✓	✓	✓		
AD IN MONTHLY NEWSLETTER	3	2	1	1	1	1
PROGRAM AD	1 Full Page	1 Full Page	1 Full Page	1 Half Page	1 Half Page	1 Half Page
CONFERENCE BAG INSERT	✓	✓	✓	✓	✓	
MOBILE APP PUSH NOTIFICATIONS	3	1	1			
FACEBOOK AD	(Optional)					
GUEST BLOG	✓	✓				
LOGO RECOGNITION ON SELECT SIGNAGE	✓	✓	✓	✓	✓	
LOGO INCLUDED IN EELC PROMO EMAILS	✓	✓	✓	✓	✓	✓
LOGO ON CONFERENCE APP	✓	✓	✓	✓	✓	✓
LOGO ON CONFERENCE WEBSITE	✓	✓	✓	✓	✓	✓
LOGO RECOGNITION ON PRESENTATION SLIDES	✓	✓	✓			
EVENT HOSTING PRIVILEGES	✓	✓				
SPECIAL/ UNIQUE BENEFITS	Logo on conference bag	Logo on conference lanyard			Opening general session announcement and photo op with scholarship winner	

**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 2022 EELC conference advertising must run between February 2022 through January 2023.

# Platinum Sponsorship

## OPTION OF (1) PREMIER EVENT:

*Each general session includes all conference attendees.*

- ✓ Opening General Session
- ✓ Closing General Session
- ✓ Health & Wellness Expo

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

### 1. (2) Conference Complimentary Registrations

Includes all events, meals on Wednesday, Thursday and breakfast on Friday *(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*

### 2. Advertising

- ✓ (3) Ads in monthly CouncilLINK newsletter of your choice (280k+ subscribers) – One ad per month for 3 months (Some restrictions may apply)
- ✓ (1) Full page premium ad in conference program book (Inside front cover, inside back cover or center spread)

- ✓ (1) Conference bag insert (Collateral provided by sponsor)
- ✓ (3) Push notifications on app before, during or after conference
- ✓ (1) Organic ad on Facebook platform or (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms

### 3. Branding/Logo Recognition

- ✓ Sponsor logo recognition on select conference signage
- ✓ Sponsor logo recognition on EELC conference website
- ✓ Sponsor logo recognition on sponsored event presentation slides
- ✓ Sponsor logo featured on conference app
- ✓ Sponsor logo featured on conference bag
- ✓ Logo included on all conference promotional emails during the calendar year of sponsorship agreement

### 4. Participant Engagement

- ✓ Hosting privileges/Remarks for one premier event during conference (5 minutes) – see list of premier event options
- ✓ Sponsor recognition at Welcome Reception, plus one premier event

## \$15,000



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for  
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RECOGNITION**



# Gold Sponsorship

## OPTION OF (1) PREMIER EVENT:

*Each general session includes all conference attendees.*

- ✓ **Daily Concurrent Session Tracks**  
(Wednesday, October 5)
- ✓ **Daily Concurrent Session Tracks**  
(Thursday, October 6)
- ✓ **Networking Lunch Event** (Thursday, October 6)
- ✓ **Dinner & Party** (Thursday, October 6)
- ✓ **CDA Awards Lunch** (Friday, October 7)

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

- 1. (1) Conference Complimentary Registrations**  
Includes all events, meals on Wednesday, Thursday and breakfast on Friday (*Hotel accommodations not included. Room(s) may be booked separately by sponsor.*)
- 2. Advertising**
  - ✓ **(2) Ads in monthly CouncilLINK newsletter of your choice (280k+ subscribers)** – One ad per month for 2 months (Some restrictions may apply)

- ✓ **(1) Full page ad** in conference program
- ✓ **(1) Conference bag insert** (Collateral provided by sponsor)
- ✓ **(1) Push notification on app** before, during or after conference
- ✓ **(1) Guest blog featured in monthly CouncilLINK newsletter** posted on all social platforms

## 3. Branding/Logo Recognition

- ✓ **Sponsor logo recognition** on select conference signage
- ✓ **Sponsor logo recognition** on EELC conference website
- ✓ **Sponsor logo recognition** on sponsored event presentation slides
- ✓ **Sponsor logo featured** on conference app
- ✓ **Sponsor logo featured** on conference lanyard
- ✓ **Logo included on all conference promotional emails** during the calendar year of sponsorship agreement

## 4. Participant Engagement

- ✓ **Hosting privileges/Remarks for one premier event during conference (3 minutes)** – see list of premier event options

# \$12,000





# Silver Sponsorship

## OPTION OF (1) MAIN EVENT:

*Each general session includes all conference attendees.*

- ✓ Council Chat General Session
- ✓ Dr. Moore General Session
- ✓ CDA PD Specialist™ Symposium and Lunch
- ✓ A/V Sponsor - All Concurrent Sessions
- ✓ Disney Springs Dine Around Event

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

### 1. (1) Conference Complimentary Registration

Includes all events, meals on Wednesday, Thursday and breakfast on Friday *(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*

### 2. Advertising

- ✓ (1) Ad in monthly CouncilLINK newsletter of your choice (280k+ subscribers) – Option to select one month for ad to run (Some restrictions may apply)

- ✓ (1) Full page ad in conference program book
- ✓ (1) Conference bag insert (Collateral provided by sponsor)
- ✓ (1) Push notification on app before, during or after conference

### 3. Branding/Logo Recognition

- ✓ Sponsor logo recognition on select conference signage
- ✓ Sponsor logo recognition on EELC conference website
- ✓ Sponsor logo recognition on sponsored event presentation slides
- ✓ Sponsor logo featured on conference app
- ✓ Logo included on all conference promotional emails during the calendar year of sponsorship agreement

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## \$10,000



# Bronze Sponsorship

## OPTION OF SELECT SESSION AND BREAKS:

*Each general session includes all conference attendees.*

- ✓ **Breakfast Lounge & Wellness Refreshment Breaks** (2 per day, Thursday and Friday)
- ✓ **Daily Morning Health & Wellness Sessions** (Thursday and Friday)

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

### 1. (1) Full Day Conference Access Pass

Includes day of events and meals. *(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*

### 2. Advertising

- ✓ **(1) Ad in monthly CouncilLINK newsletter of your choice (280k+ subscribers)** – Option to select one month for ad to run (Some restrictions may apply)
- ✓ **(1) Half page ad** in conference program book
- ✓ **(1) Conference bag insert** (Collateral provided by sponsor)

### 3. Branding/Logo Recognition

- ✓ **Sponsor logo recognition** on select conference signage
- ✓ **Sponsor logo recognition** on EELC conference website
- ✓ **Sponsor logo featured** on conference app
- ✓ **Logo included on all conference promotional emails** during the calendar year of sponsorship agreement

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**\$7,000**

# EELC Patron Sponsorship

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

### 1. (1) Full Day Conference Access Pass

Includes day of events and meals. *(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*

### 2. Advertising

- ✓ **(1) Ad in monthly CouncilLINK newsletter of your choice (280k+ subscribers)** – Option to select one month for ad to run (Some restrictions may apply)
- ✓ **(1) Half page ad** in conference program book
- ✓ **(1) Conference bag insert** (Collateral provided by sponsor)

### 3. Branding/Logo Recognition

- ✓ **Sponsor logo recognition** on select conference signage
- ✓ **Sponsor logo recognition** on EELC conference website
- ✓ **Sponsor logo featured** on conference app

- ✓ **Logo included on all conference promotional emails** during the calendar year of sponsorship agreement

### 4. Participant Engagement

- ✓ **Sponsor acknowledgment and announcement of scholarship winner(s)** at Opening General Session
- ✓ **Photo op** with scholarship winner(s)

## \$3,500







# Friends of EELC Sponsorship

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

### 1. Advertising

- ✓ **(1) Ad in monthly CouncilLINK newsletter of your choice (280k+ subscribers)** – Option to select one month for ad to run (Some restrictions may apply)
- ✓ **(1) Half page ad** in conference program book
- ✓ **(1) Conference bag insert** (Collateral provided by sponsor)

### 2. Branding/Logo Recognition

- ✓ **Sponsor logo recognition** on EELC conference website
- ✓ **Sponsor logo featured** on conference app
- ✓ **Logo included on all conference promotional emails** during the calendar year of sponsorship agreement

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**\$2,500**



# A-La-Carte

## One Full-Day Conference Access Pass + Full-Page Ad

Receive one (1) full day, of your choosing, to attend conference sessions, meals and events. Plus, a full-page ad placed in the program booklet and distributed to all attendees.

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**\$2,000**

## Full-Page Ad

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

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**\$1,500**

## Half-Page Ad

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

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**\$1,000**

# Special Post Conference Event

## ECE PRACTITIONER DAY

The Council Alumni Network (CAN) is a community of early childhood professionals looking to network, grow in their profession, give back to the ECE community, and gain recognition for the work they do every day. CAN's mission is to provide recognition, resources, and opportunities to Council program participants and its stakeholders through the cultivation of shared best practices, insights, and access to special interest networks.

ECE Practitioner Day provides a holistic approach to supporting ECE professionals through professional development workshops, and sessions and activities that support mental, physical, and emotional well-being.







# ECE Practitioner Day Friend Level Sponsorship

## OPTION OF (1) MAIN EVENT:

*Each general session includes all conference attendees.*

- ✓ **Welcome Opening General Session** (reserved for Gold/Silver investor)
- ✓ **Continental Breakfast and Lunch Box**

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

### 1. (1) Full day conference access pass

Includes day of events and meals *(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*

### 2. Advertising

- ✓ **(1) Ad in monthly CouncilLINK newsletter of your choice (280k+ subscribers)** – Option to select one month for ad to run (Some restrictions may apply)
- ✓ **(1) Conference bag insert** (Collateral provided by sponsor)
- ✓ **(1) Guest blog featured in monthly CouncilLINK newsletter** posted on all social platforms

### 3. Branding/Logo Recognition

- ✓ **Dedicated Sponsor page** on Council Alumni Network (CAN) website for 6 months
- ✓ **Sponsor logo recognition** on ECE Practitioner Day signage
- ✓ **Sponsor logo recognition** on ECE Practitioner Day registration website
- ✓ **Sponsor logo recognition** on sponsored event presentation slides

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## \$7,000





# ECE Practitioner Day Associate Level Sponsorship

## OPTION OF (1) MAIN EVENT:

*Each general session includes all conference attendees.*

- ✓ Wellness/Refreshment Break
- ✓ Concurrent Sessions
- ✓ Closing General Session

## PACKAGE BENEFITS

*(All benefits are first come, first serve)*

- (1) Full day conference access pass**  
Includes day of events and meals *(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*
- Advertising**
  - ✓ **(1) Ad in monthly CouncilLINK newsletter of your choice (280k+ subscribers) –**  
Option to select one month for ad to run (Some restrictions may apply)
  - ✓ **(1) Conference bag insert** (Collateral provided by sponsor)
- Branding/Logo Recognition**
  - ✓ **Sponsor logo recognition** on ECE Practitioner Day signage
  - ✓ **Sponsor logo recognition** on ECE Practitioner Day registration website

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## \$5,000

# Sponsorship Commitment Form

## 1 Select Sponsorship Packages:

- ☐ Platinum Sponsorship: \$15,000 - Requested Event: \_\_\_\_\_
- ☐ Gold Sponsorship: \$12,000 - Requested Event: \_\_\_\_\_
- ☐ Silver Sponsorship: \$10,000 - Requested Event: \_\_\_\_\_
- ☐ Bronze Sponsorship: \$7,000 - Requested Event: \_\_\_\_\_

- ☐ EELC Patron Sponsorship: \$3,500
- ☐ Friend of EELC Sponsorship: \$2,500
- ☐ Full-Day Conference Access Pass + Full Page Ad in Program Booklet: \$2,000
- ☐ Full-Page Ad in Program Booklet: \$1,500
- ☐ Half-Page Ad in Program Booklet: \$1,000

### SPECIAL POST CONFERENCE EVENT

- ☐ ECE Practitioner Day Friend Level Sponsorship: \$2,500 - Requested Event: \_\_\_\_\_
- ☐ ECE Practitioner Day Associate Level Sponsorship: \$2,500 - Requested Event: \_\_\_\_\_

## 2 Select Payment Option:

Payment in the amount of: \$

### ☐ Credit card payment:

☐ MasterCard ☐ VISA ☐ Discover

Card Number: \_\_\_\_\_

EXP Date (Month/Year): \_\_\_\_\_ / \_\_\_\_\_

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



\_\_\_\_\_  
name as written below:

\_\_\_\_\_  
\_\_\_\_\_

Zip Code: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

(300dpi, .eps or .png preferred) of your

\_\_\_\_\_ provide a contact for logo inquiries:

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## 4 Return Completed Form to: [cdaevents@cdacouncil.org](mailto: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 [RonP@cdacouncil.org](mailto:RonP@cdacouncil.org).