



# *Igniting Innovation in Early Childhood: From Passion to Action*

## **2024 SPONSORSHIP PROSPECTUS**

**Early Educators  
Leadership Conference**

OCTOBER 16-19, 2024 | WASHINGTON, DC

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

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# *Igniting Innovation in Early Childhood: From Passion to Action*

The Early Educators Leadership Conference (EELC) is a national event, hosted by the Council for Professional Recognition. EELC supports a broad vision to advance and unify the early childhood education workforce, inspire early childhood educators, elevate educational leaders, and foster professional development.

The EELC is a retreat-style conference focused to provide professional development opportunities, networking, and recognition of its attendees. The EELC is unique in that it extends personalized opportunities for the exchange of shared experiences, compelling content, ideas, and vision for the profession.

Last year almost 400 pioneers in early childhood education came together in Houston, TX. For 2024, we aim to convene visionaries like you to spark innovation from passion to impact.

Our theme "Igniting Innovation in Early Childhood: From Passion to Action" emphasizes transforming advocacy, forging community-based career pathways and championing equity with a futuristic spirit. A secondary thread "Igniting the Arts" will fuel creativity within our field.

Join us in our nation's capital as premier advocates and thought leaders gather for our annual conference. New this year are elevated Champion levels to amplify your voice for change. Together let's inspire activism, develop early educators, and ignite early learners' potential across America.

2024 Early Educators Leadership Conference aims to:

- Curate a dynamic selection of thought-provoking workshops, sessions, and speakers, fostering interactive discussions among influential figures in early childhood education. Connect with leading minds dedicated to igniting innovation and transforming passion into actionable initiatives for children and families.
- Empower early childhood education (ECE) leaders, educators, and advocates with the essential tools to turn their passion for innovation into tangible actions. Provide them with the inspiration and resources needed to drive transformative change and elevate the impact of their work within the field.
- Leverage special initiatives to gain real-time insights into the latest trends, challenges, and successes in the field of early childhood education for 2024. Create a platform for attendees to actively engage with emerging ideas and initiatives, fueling their commitment to staying at the forefront of innovation in ECE.



## *Why Sponsor*

### **BRAND AWARENESS**

Elevate your brand presence with our updated and innovative sponsorship packages that go beyond the confines of the conference venue. Capitalize on opportunities for increased visibility and engagement, ensuring that your brand resonates not only on-site but also well beyond the conference. Explore a diverse range of sponsorship options designed to align seamlessly with your company's marketing needs and unlock significant value.

### **THOUGHT LEADERSHIP AND DECISION MAKERS**

Position your brand at the forefront of the early childhood education landscape by sponsoring the Early Educators Leadership Conference (EELC) – where national and international leaders, policymakers, early childhood professionals, higher education institutions, and training organizations converge to address critical issues facing the field. Showcase your company's experience as a thought leader and engage directly with decision-makers shaping the future of early childhood education.

### **ATTENDING INFLUENCERS**

Be part of an exclusive gathering tailored for early childhood professionals, influencers, policymakers, and practitioners actively contributing to the advancement of quality early childhood education. The EELC continues to attract a prestigious audience, including local, state, and federal policymakers, and program leaders from national and international organizations, top training institutions, and education providers. The unique structure of the EELC ensures the participation of varied early child care education professionals administrators, teachers, legislators, and business leaders committed to the profound impact of quality early education on communities across the U.S. and the world. Join us and align your brand with key players who recognize the paramount importance of fostering excellence in early education.





## 2023 Testimonials

““ Loved, loved, loved. This conference is very unique in that it feels very personalized. The people (attendees, organizers, keynotes) are so friendly and accessible, which is the benefit of a smaller conference. I can walk away feeling refreshed and excited about the new partnerships that I was able to make.”

*EELC | Melony Gibson, Georgia*

““ A well planned and executed professional ECE conference experience. I have been to many ECE conferences over the past 25 years and this one is top tier.”

*EELC | Antrica Morgan, Florida*

““ Loved every moment! Uplifting, informative, inspiring, entertaining, and spiritual. Thank you.”

*Wellness Activities | Micheala Maloney, Alaska*

““ Such great conversations and a wealth of knowledge from the whole panel. I walked away feeling so much more equipped to serve service members, families and other stakeholders in my community that help military connected children!”

*Opening General Session | Karen Watkins-Diouf, Tennessee*

““ Very much needed and loved the snacks & wellness breaks. Snacks were fun and creative! Loved the pbjs, milk, and chocolate dipped cookies!”

*Wellness Breaks | Shunica Stiles, Nevada*

““ View was stunning. Interactions with peers were great.”

*Welcome Reception | Amber Clark, Indiana*

““ I loved the advocacy award lunch! So inspiring to hear how being in the right place at the right time led to a lifetime of passionate advocacy!”

*CDA Awards Luncheon | Ashley Denney, Indiana*

““ Dinner was great. Dance party was awesome. Loved the signature cocktail, loved the theme of the party, loved everything!

*Dinner & Dance | Gaby King, Ohio*

““ So appreciative for the chance to sample some local fare.”

*Dine Around | Michelle Jones, Florida*

““ I thank you so much, fantastic experience.”

*Dine Around | Ana Roach, Florida*

““ This was so special. I enjoyed being a part of it. Very purposeful.”

*Service Project | JuNene K., Washington, DC*



# 2023 Sponsors

We extend our heartfelt gratitude for your generous support and sponsorship of the 2023 EELC. Your commitment will be instrumental in making this event a resounding success.

## PRESENTING



## PLATINUM



National Association for the  
Education of Young Children



## SILVER



## BRONZE



## SERVICE PROJECT



## SCHOLARSHIP



Teaching  
Strategies®

## EELC PATRON



## FRIENDS OF EELC



for early learning



GREATER HOUSTON  
CHAPTER







## *About the Resort*

The Capital Hilton is located in the heart of Washington, D.C. This historic hotel has an on-site restaurant, bar and a 24-hour front desk. The Metro Center station of the Washington Metro line is a short walk from the Capital Hilton, providing easy access to all of Washington D.C.'s attractions.

On-site dining choices include North Gate Grill and The Statler Lounge. Wi-Fi is available in the lobby area free of charge.



A fitness center with cardio equipment, plyometric training boxes, studio room and weights are provided. The Capital Hilton is two blocks from the White House. The Washington Convention Center is 0.7 mi from the property. Ronald Reagan Washington National Airport is 4.6 mi away.

Designed especially for celebrations, the stunning hotel recently updated all its event spaces, providing a fresh setting for our conference.

## *About the Prospectus*

### **CONFERENCE BENEFITS**

- The complimentary conference registration includes attendance for all 4 days of conference activities. The day pass includes attendance for 1 day (including the day's meals and events) at the conference. Hotel and transportation costs are not included.
- Energy Champion- Introducing our new sponsorship option! Sponsor a daily coffee bar and snack break with branded giveaways. It is an option to provide refreshments and snacks with your logo, in addition to the regular offerings of coffee, tea, water and select snacks by the Council. Receive recognition, day passes and more.
- Vendor booths available at our Capital Hilton location! Only 10 spaces available.
- A la carte selections featuring logo placement on the official conference water bottle & lanyard.

# Sponsorships At-A-Glance

	PRESENTING CHAMPION	PLATINUM CHAMPION	GOLD CHAMPION	SILVER CHAMPION	BRONZE CHAMPION	ENERGY CHAMPION	SCHOLARSHIP CHAMPION	PROJECT CHAMPION	VENDOR BOOTH
Availability	1	3	2	2	3	3	2	2	10
Registration	3	2	1	1	Full day pass	Full day pass	Full day pass	Full day pass	Exhibitor pass
Event Sponsorship	✓	✓	✓	✓	✓	✓			
Participant Engagement	Hosting Rights + Remarks	3 Minute Remarks	3 Minute Remarks	3 Minute Remarks	Table top collateral	Table top collateral	Photo op w/recipient	Photos w/participants	6' Premium Booth Space
Ad in Monthly Newsletter	4	3	2	1	1	1	1	1	
Program Ad	1 Full Page	1 Full Page	1 Full Page	1 Full Page	1 Half Page	1 Half Page	1 Half Page	1 Half Page	
Conference Bag Insert	✓	✓	✓	✓	✓	✓	✓	✓	
Mobile App Push Notifications	4	3	1	1					
Organic Facebook Ad or Guest Blog	✓ (Ad + Blog)	✓ (Ad or Blog)	✓ (Blog only)						
Logo Recognition on Select Signage	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on Conference Website	✓	✓	✓	✓	✓	✓	✓	✓	
Logo Recognition on Presentation Slides	✓	✓ (If applicable)	✓ (If applicable)	✓ (If applicable)					
Logo on Conference App	✓	✓	✓	✓	✓	✓	✓	✓	
Logo included in EELC Promo Emails	✓	✓	✓	✓	✓	✓	✓	✓	
Special/Unique Benefits	See page 8	See page 9	See page 10						See page 16 for details + a la carte selections

**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 2024 EELC conference advertising must run between April 2024 through March 2025.

# *Presenting Champion*

🔥 **\$35,000 | 1 Sponsor**

## **EXCLUSIVE BENEFITS:**

- Hosting rights to conference hospitality suite: **Wednesday, October 16**
- Opening General Session remarks: **Thursday, October 17**
- Coffee Break with Council Executive

## **PACKAGE BENEFITS:**

- **Three (3) Complimentary Conference Registrations**

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

- **Participant Engagement**

- Remarks/video during Opening General Session (5 minutes)
- Exclusive hosting rights for conference, Hospitality Suite – private facetime with all attendees on Day 1 of conference. Sponsor provides food and beverage.
- Sponsor logo listed on presentation slide during Opening General Session
- Video hosted on EELC event webpage through 2024
- Invitation to the ECE Investors Private Reception

- **Advertising**

- (4) Ads in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad per month for 4 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)
- (4) Push notifications on app before, during or after conference
- (1) Organic ad on Facebook platform only
- (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms

- **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 at all general sessions
- Sponsor logo featured on conference app
- Sponsor logo included on all conference promotional emails during the calendar year of sponsorship agreement



# *Platinum Champion*

🔥 \$20,000 | 3 Sponsors

## **OPTION OF (1) PREMIER EVENT:**

- Welcome Reception: **Wednesday, October 16**
- Dinner & Party: **Thursday, October 17**
- Closing General Session: **Friday, October 18**

## **PACKAGE BENEFITS:**

- **Two (2) Complimentary Conference Registrations**  
Includes all events, meals on Wednesday, Thursday, Friday and breakfast on Saturday.  
*(Hotel accommodations not included. Room(s) may be booked separately by sponsor.)*
- **Participant Engagement**
  - Remarks/video during one premier event during conference (3 minutes) – see list of premier event options
  - Invitation to the ECE Investors Private Reception
- **Advertising**
  - (3) Ads in monthly CouncilINK newsletter of your choice (350k+ 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 only or (1) Guest blog featured in monthly CouncilINK newsletter posted on all social platforms
- **Branding/Logo Recognition**
  - Sponsor logo recognition on conference signage
  - Sponsor logo recognition on the EELC conference website
  - Sponsor logo recognition on sponsored event presentation slides
  - Sponsor logo featured on conference app
  - Sponsor logo included on all conference promotional emails during the calendar year of sponsorship agreement

# Gold Champion

🔥 \$15,500 | 2 Sponsors

## OPTION OF (1) PREMIER EVENT:

- Council Chat: **Thursday, October 17**
- General Session: **Friday, October 18**

## PACKAGE BENEFITS:

- **One (1) Complimentary Conference Registration**

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

- **Participant Engagement**

- Remarks/video during one premier event during conference (3 minutes) – see list of premier event options
- Invitation to the ECE Investors Private Reception

- **Advertising**

- (2) Ads in monthly CouncilLINK newsletter of your choice (350k+ 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

- **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

## *Silver Champion*

🔥 **\$12,500 | 2 Sponsors**

### **OPTION OF (1) PREMIER EVENT:**

- Networking Lunch: **Thursday, October 17**
- CDA Advocacy Lunch: **Friday, October 18**

### **PACKAGE BENEFITS:**

- **(1) Complimentary Conference Registration**

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

- **Participant Engagement**

- Remarks/video during one premier event during conference (3 minutes) – see list of premier event options
- Invitation to the ECE Investors Private Reception

- **Advertising**

- (1) Ad in monthly CouncilINK newsletter of your choice (350k+ subscribers) – Option to select one month for ad to run (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

- **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

# *Bronze Champion*

🔥 \$9,000 | 3 Sponsors

## **OPTION OF (1) PREMIER EVENT:**

- Breakfast lounge with high-top table display: **Thursday, October 17**
- Breakfast lounge with high-top table display: **Friday, October 18**
- Pre-Conference PDS Symposium: **Wednesday, October 16**

## **PACKAGE BENEFITS:**

- **(1) Full Day Conference Access Pass**

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

- **Participant Engagement**

- Sponsor must provide branded collateral for logos on refreshments & snacks and table display.

- **Advertising**

- (1) Ad in monthly CouncilINK newsletter of your choice (350k+ 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)

- **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

# *Energy Champion*

🔥 \$7,000 | 3 Sponsors

## **OPTION OF (1) PREMIER EVENT:**

- Morning power break with high-top table display: **Thursday, October 17**
- Afternoon energy break with high-top table display: **Thursday, October 17**
- Morning power break with high-top table display: **Friday, October 18**

Sponsor daily coffee bar and snack break with branded giveaways. Option to provide refreshments and snacks with your logo, in addition to the regular offerings of coffee, tea, water and select snacks by the Council.

## **PACKAGE BENEFITS:**

- **One (1) Full Day Conference Access Pass**

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

- **Participant Engagement**

- Sponsor must provide branded collateral for logos on refreshments & snacks.

- **Advertising**

- (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ 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)

- **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

# *Scholarship Champion*

🔥 \$4,500 | 2 Sponsors

## **OPTION TO SPONSOR ONE (1) SCHOLARSHIP:**

Scholarship Recipient #1

Scholarship Recipient #2

## **PACKAGE BENEFITS:**

- **One (1) Full Day Conference Access Pass**

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

- **Participant Engagement**

- Photo with scholarship recipient at CDA awards luncheon.

- **Advertising**

- (1) Ad in monthly CouncilINK newsletter of your choice (350k+ 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)

- **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



# *Project Champion*

🔥 \$4,500 | 2 Sponsors

During the EELC pre-conference, attendees will be able to voluntarily participate in a hands-on activity that serves a local community or national cause. During the welcome reception, the Service Project Sponsor in partnership with the Council will present the project activity to attendees.

## **PACKAGE BENEFITS:**

- **One (1) Full Day Conference Access Pass**

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

- **Participant Engagement**

- Photos of participants engaging in the activity
- Providing branded collateral to participants for completing the activity.

- **Advertising**

- (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ 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)

- **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

## *Vendor Booth*

🔥 **\$500 | 10 Available**

Vibrant and dynamic exhibition space, where you can showcase your products, demonstrate your services, and engage directly with attendees.

- 6' premium booth space
- One 3' round high-boy table
- Logo placement in the event guide
- Displayed on our event map
- Black tablecloth provided
- No pipe & draping permitted behind table
- Pop-up banners are acceptable

Promotion of products has value to the attending audience; product examples include books, information sharing and/or local fare and culture aligned to conference objectives.

The Council reserves the right to decline applications based on product, information disseminated or misalignment with ECE field.

## *A la carte Selections*

**\$5,000**

Logo on official conference bag

**\$3,500**

Logo on official conference lanyard

**\$2,000.00**

(1) Full page ad  
(2) Insert in official conference bag

**\$1,500.00**

(1) Full page ad

**\$1,000.00**

(1) Half page ad

# *Thank You for Sponsoring the 2024 EELC*

**Contact us to elevate your innovative brand and  
champion ECE professionals as a 2024 EELC Champion!  
Through passion and partnership, we'll transform  
early education.**

Please click link to complete the [Sponsorship Commitment Form](#) online.



*All conference sponsorship opportunities are first come, first served basis.*

**Questions?** Contact Katorra Enoch-Longshore at [KatorraEL@cdacouncil.org](mailto:KatorraEL@cdacouncil.org).