

SPONSORSHIP OPPORTUNITIES

2010 CAEYC  
ANNUAL

# Conference and Expo



1 April 8-10,  
2010

2 Long Beach,  
California

BUILDING

*Mindful  
Relationships:*

KEEPING

*Families AND  
Teachers IN*

**FOCUS!**





Visibility with current and potential clients is a must in today's competitive business world. The California Association for the Education of Young Children offers you the opportunity to increase your level of visibility by participating as a sponsor.

Sponsorship provides your company with significant advertising exposure to a select, targeted audience of true decision makers! Your company may choose its desired level of participation, based on the ranges listed below, or develop a customized Sponsorship Opportunity specifically with your company in mind. To take advantage of one of these wonderful opportunities, please fill out the attached form or contact Tonya Palla at (916) 932-1913 or send an email to [tonyap@caeyc.org](mailto:tonyap@caeyc.org).

## SPONSORSHIP OPPORTUNITIES

### Conference Wide Signage .....\$10,000

Your logo will be visible on every conference sign, used in each and every venue, for each and every event every day!

### Conference Bags .....\$10,000

Presented to each attendee at the registration counter, these bags will be used throughout the conference as well as at home, at the grocery store or in the airport! With the conference logo on one side and your company logo on the other; your visibility continues long after the conference ends!

Want to supply your own bag? We're open to it so please contact us directly to discuss.

### Conference Wallet Badge Holders .....\$10,000

Presented to each attendee and worn at all times during the conference, these nylon wallet badge holders will display your logo on the front, the conference logo on the back, and will be used again and again. The wallet holders may also be used as I.D. holders at the airport or at school, so don't be surprised to see them around town once the conference ends!

### Attendee Fun Items .....\$8,000

Chapstick, stress balls or sunglasses—we'll put your company logo on the item of your choice and the attendees will know who to thank! Sun, fun, learn; stay, play and don't burn in Long Beach 2010! This little bit-o-fun will be given out to every attendee at the registration counter.

### Name Badge Lanyards .....\$7,000

These lanyards have a soft feel and will be worn by every attendee with their official conference badge attached. This is your company's opportunity to advertise to conference attendees by imprinting your company's name on the lanyards.

Want to supply your own lanyards? We're open to it so please contact us directly to discuss. *Please note that this opportunity may not be available should we have a sponsor for the badge wallets.*

### Convention Center Recycling Stations. . . \$5,000

Support the environment by having your name and logo on several recycling stations throughout the Long Beach Convention Center for attendees to use throughout the conference. Exhibiting at the conference? You may place one of these snazzy recycling stations in your booth as well.

### Leadership Day Keynote .....\$5,000

Movers, shakers, earthquakers...the Leadership Day keynote address is attended by decision makers in the field: Directors, trainers, administrators, college professors, consultants and more. Sponsorship of this keynote reinforces your company's commitment to partnering with leaders in the early childhood education profession. Your support will be displayed on the signage outside the keynote session. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium.

### Opening Session Keynote .....\$5,000

Ta da! Don't miss this grand opportunity to help kick-off the CAEYC 2010 Conference and Expo. This opportunity is a great way to plant your company's name in the attendees' minds from the get-go. Your support will be displayed on the signage outside the keynote session. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium.

### Closing Session Keynote .....\$5,000

Traditionally this session is seen by the largest number of attendees. Take advantage of this sponsorship opportunity to ensure that everyone knows you are invested in their continuing education, and therefore their success! Your support will be displayed on the signage outside the keynote session. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium.

### Leadership Day Luncheon.....\$3,000

Leadership Day is attended by approximately 800 key decision makers in early childhood education. Directors, trainers, administrators, college professors, consultants and more will all know that they have you to thank for the fabulous luncheon. Sponsorship opportunity includes visibility on the menu cards, a table top display in the luncheon room and lunch for two company representatives. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium. (3 opportunities available)



**Registration Counter Kick Panels .....\$2,500**

The registration counters are the most frequently visited space by attendees during the conference. Attendees visit the registration counters multiple times a day and every time they do—your company logo will be right in front of their eyes. Make sure they see you coming and going...and every time in between!

**Conference Pens.....\$1,500**

You provide the pens and we'll provide the potential customers! Give attendees something that they can use over and over again! Whether at the conference, the office, the classroom or at home, this sponsorship opportunity ensures that the attendees will think of you long after the conference is over.

**Directional Sidewalk Clings .....\$1,500**

*Which way to the conference? How do I get to my hotel?* Just follow the signs! Show attendees the way by directing them with these fun and colorful sidewalk clings. These clings will be placed strategically on the sidewalks around the Convention Center from the Hyatt, Renaissance and the Westin and contain your company's logo and the conference logo. Now, the attendees will always know which way to go!

**Private Hospitality Suites .....\$1,500**

This is an opportunity for you to entertain the VIPs of your choice. We'll provide the location and you provide the food and beverage at an additional cost. Spend one-on-one time with the decision makers of your choice and reinforce what your company can do!

**CAEYC President's Reception .....\$1,500**

Partnering with CAEYC is an additional opportunity for you to meet with the key players in the association and the industry. Take advantage of this sponsorship and introduce your representatives to the leaders in this field. Food and beverage will be served at an additional cost and ordered directly from the hotel.

**Web Site Conference Planner.....\$1,200**

Your logo will appear at the top of the Conference Schedule page on the CAEYC Web site. Attendees visit this page multiple times prior to the conference to view speaker information, session content and to download handouts and when they do—they'll see you!

**Attendee Tattoos ..... \$750**

Have fun seeing the attendees adorned with your company's logo along with the conference logo on a temporary "tattoo." Spot your logo on attendees' arms, shoulders and... foreheads?!? These temporary tattoos will spread the fun and the word about your company!

**Tour Snack Packs ..... \$500**

The way to an attendee's heart is through their stomach. Have you ever wanted to go on one of the tours? Well, this is your chance! Grab a seat and spend some quality time with the attendees. Hungry? No problem! We'll provide snack packs for you to distribute to the tour participants with your company logo attached. Yum!

**Conference E-Blasts..... \$500**

Your company will be highlighted on one of our conference messages sent to approximately 10,000 early childhood educators. Your logo will appear as well as a "snippet" about your company on this conference update. *Please note that this opportunity is limited to two per company due to high demand.*

**Economic Assistance Scholarships ..... \$500**

Be a hero to a potential conference attendee! The current economic condition and state budget cuts have really hurt educators and caregivers. CAEYC gives out a variety of awards and grants for people to attend conference but this year the need will be greater than we can meet.

Belt tightening this year is a reality for a lot of us and unfortunately, some worthy folks won't be able to attend without your help. This scholarship opportunity allows your company to step up to the plate and contribute to a worthy individual's continuing education.

Scholarship sponsors will be promoted to potential attendees via the CAEYC Web site, CAEYC's Twitter stream, our Facebook pages and via e-blasts in addition to being recognized on signage and in the on-site program. Plus, the scholarship will be given in your company's name—priceless! *There is no limit to the number of scholarships that may be sponsored.*

**Raffle Donations**

We will be holding drawings for raffle prizes in the Exhibit Hall on Friday at 4:30pm and Saturday at 12:00pm. CAEYC appreciates any and all donations and as we discovered in Sacramento at the 2009 Conference, the attendees love them!



## ADDITIONAL SPONSOR BENEFITS

### Diamond Level - \$10,000 or more

- Recognition on CAEYC's Web site homepage
- Full page advertisement in the official conference program
- Recognition in the official conference program
- Recognition in CAEYC's *Connections* journal
- Recognition in *e-Connections* (electronic newsletter)
- Banner advertisement (802px X 100px) in one issue of *e-Connections* (electronic newsletter)
- 4 Two-day conference registrations
- 6 Exhibit hall passes
- Space on every Expo Game card piece
- Sponsor ribbons for all of the company's attendees
- Attendee mailing list
- First right of refusal for the same sponsorship next year

### Platinum Level - \$8,000-\$9,999

- Recognition on CAEYC's Web site homepage
- Full page advertisement in the official conference program
- Recognition in the official conference program
- Recognition in CAEYC's *Connections* journal
- Banner advertisement (802px X 100px) in one issue of *e-Connections* (electronic newsletter)
- Advertisement in *e-Connections* (electronic newsletter)
- 3 Two-day conference registrations
- 5 Exhibit hall passes
- Space on every Expo Game card piece
- Sponsor ribbons for all of the company's attendees
- Attendee mailing list
- First right of refusal for the same sponsorship next year

### Gold Level - \$5,000-\$7,999

- Recognition on CAEYC's Web site homepage
- 1/2 page advertisement in the official conference program
- Recognition in the official conference program
- Recognition in CAEYC's *Connections* journal
- Recognition in *e-Connections* (electronic newsletter)
- 2 Two-day conference registrations
- 4 Exhibit hall passes
- Space on every Expo Game card piece
- Sponsor ribbons for all of the company's attendees
- Attendee mailing list
- First right of refusal for the same sponsorship next year

### Silver Level - \$3,000-\$4,999

- Recognition on CAEYC's conference page on the CAEYC Web site
- 1/4 page advertisement in the official conference program
- Recognition in the official conference program
- Recognition in CAEYC's *Connections* journal
- Recognition in *e-Connections* (newsletter)
- 1 Two-day conference registration
- 3 Exhibit hall passes
- Space on every Expo Game card piece
- Sponsor ribbons for all of the company's attendees
- Attendee mailing list
- First right of refusal for the same sponsorship next year

### Bronze Level - \$1,500-\$2,999

- Recognition on CAEYC's conference page on the CAEYC Web site
- Recognition in the official conference program
- Recognition in CAEYC's *Connections* journal
- Recognition in *e-Connections* (newsletter)
- 2 Exhibit hall passes
- Space on every Expo Game card piece
- Sponsor ribbons for all of the company's attendees
- Attendee mailing list
- First right of refusal for the same sponsorship next year

### Topaz Level - \$500-\$1,499

- Recognition on CAEYC's conference page on the Web site
- Recognition in the official conference program
- Recognition in CAEYC's *Connections* journal
- Recognition in *e-Connections* (newsletter)
- Space on every Expo Game card piece
- Sponsor ribbons for all of the company's attendees
- Attendee mailing list
- First right of refusal for the same sponsorship next year

### Friends Level - Raffle Prize Contribution

- Recognition in the official conference program

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# Conference and Expo

APRIL 8-10, 2010 • LONG BEACH, CA



Organization/Company \_\_\_\_\_

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

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web site \_\_\_\_\_

## EVENT SPONSOR OPPORTUNITY

Opportunity Name \_\_\_\_\_ Amount \$ \_\_\_\_\_

## PAYMENT INFORMATION

Payment Enclosed: Total Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_ (Check payable to CAEYC)

Credit Card Number \_\_\_\_\_ VCode\* \_\_\_\_\_  Visa  MasterCard

Name on Card \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*\*The Security Code is a 3 or 4 digit number on the back of your card following your card number.*

Thank you for your participation and your support of the 2010 CAEYC Annual Conference and Expo!

Please note that all paperwork must be received by **December 15, 2009** to ensure inclusion in the conference program and signage.

## PLEASE MAIL, E-MAIL OR FAX TO:



**CAEYC**

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(916) 486-7750 • (916) 486-7765 fax • [tonyap@caeyc.org](mailto:tonyap@caeyc.org)

Office Use Only  
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**SPONSOR RESERVATION FORM**