



Summit Sponsorship Prospectus



2020 CHILD HEALTH, EDUCATION, AND CARE SUMMIT:

Equity in Action: Elevating Children, Families, and California's Workforce

FEBRUARY 3-5, 2020

HOTEL IRVINE

17900 Jamboree Road

Irvine, CA 92614

877.614.2137

hotelirvine.com

FIRST 5 CALIFORNIA

2389 Gateway Oaks Drive, Suite 260 | Sacramento, CA 95833

916.263.1050 | www.cafc.ca.gov | E-mail: events@first5.ca.gov



Benefits of Sponsoring

First 5 California is committed to providing a unique opportunity for your organization to reach hundreds of attendees who share our vision that California's children receive the best possible start in life and thrive.

As a sponsor, you will have an opportunity to network with over 900 attendees.

Gain exposure for your organization among administrators, educators, policy makers, providers, medical professionals, and others:

- Advocate Organization Staff
- Child Care Providers and Staff
- Consultants and Trainers
- Educators, Higher Education
- Educators, K-12
- Early Intervention Staff
- Elected Officials
- Executive Directors/CEOs
- First 5 Commissions
- Family Therapists
- Home Visitors
- Local, State, and Federal Staff
- Medical Professionals (doctors, nurses, technicians)
- Philanthropists and Funders
- Preschool Teachers
- Public Health Staff
- Researchers
- Social Workers
- Students

What attendees said about the 2018 Summit:

"This is one of the most informational summits I have ever attended. The quality of the presenters and keynote speakers are top-notch."

"The Summit was very well organized, great energy from participants, and nice accommodations. I enjoyed each of my sessions."

"First time attending the Summit, I very much enjoyed it. Looking forward to upcoming summits."

"The Summit was informative and educational. The place was perfect! The keynote speakers were outstanding!"

"F5CA Summit week has become the highlight of our PD opportunities, mostly because of the people who go and opportunity for in-person networking; but also, clearly, as the result of your very hard work, kind attention to detail, and well-informed approach to conferencing."

"It was great to meet other First 5 Commission staff and staff from partner organizations. The information presented was closely relevant to my day-to-day job, and I am able to apply what I learned right away. Most importantly, the feel of familiarity as part of the big First 5 family the entire time I was at the Summit was great!"

Sponsorship Benefits

First 5 California is committed to providing a unique opportunity for your organization to reach hundreds of child advocates and support dynamic interaction among attendees, presenters, and keynotes. The options for sponsorship opportunities are designed to provide exclusive branding visibility while maximizing your organization's return on investment. We are happy to customize a sponsorship package tailored to your specific marketing needs. To explore these benefits in further detail, please contact Dana McVey or Latoya Brown at events@first5.ca.gov or call (916) 263-1050.

All sponsors will receive these benefits:

- Recognition in the First 5 California *FOCUS* newsletter (before and after summit)
- Logo exposure and link to sponsor's webpage on the event website
- Exposure in e-mail campaigns
- Recognition during welcome and opening remarks, and at the end of general sessions
- Prominently displayed poster board signage at entrance to general session
- Sponsor ribbon on name badge

Additional benefits for the Platinum, Gold, Silver, and Bronze levels are listed below.

***Choices received on a first-come, first-served basis:**

Platinum	Gold	Silver	Bronze
\$15,000	\$10,000	\$8,000	\$6,000
5 full registrations (\$2,000 value)	4 full registrations (\$1,600 value)	3 full registrations (\$1,200 value)	2 full registrations (\$800 value)
1 Tote bag item (\$500 value)	1 Tote bag item (\$500 value)	1 Tote bag item (\$500 value)	1 half-page ad in program guide (\$400 value)
1 full-page ad in program guide (\$600 value)	1 full-page ad in program guide (\$600 value)	1 half-page ad in program guide (\$400 value)	
Choice of exhibit table in prime location* (\$700 value)	Exhibit table in prime location (\$700 value)		
Reserved table with your logo during lunch each day	1 customized social media post		
Top billing on all signage			
2 customized social media posts			

Full-color advertising in the summit program guide:

Premium—Inside front cover or inside back cover \$800

Full Page —\$600

Half Page—\$400

Additional Sponsorship Opportunities

\$ 3,000	Tote Bags (1 sponsor) <i>Your brand will be front and center—attendees will see your company logo first</i> Your organizations logo will be printed on one side, with the Summit logo on the opposite side. Preapproval from the Summit organizers is required.
\$ 500	Tote Bag Items (multiple sponsors) <i>Your insert could be a flyer, post card, report, or gadget</i> Preapproval from the Summit organizers is required.
In-Kind	Name Badge Lanyard (1 sponsor) <i>Every participant will be wearing your logo and it will be one of the first things they'll see</i> Preapproval from the Summit organizers is required.
In-Kind	Table Centerpieces (3 sponsors—1 per day) <i>We want to hear your ideas—let's explore together</i> Centerpieces will be displayed on each table during breakfast and lunch and will be considered giveaways to attendees. Preapproval from the Summit organizers is required.
\$ 4,000	Breakfast (up to 3 sponsors per day) <i>A good breakfast paves the way for an engaged mind</i> Includes signage displayed in Grand Ballroom and foyer.
\$ 3,000	Morning/Afternoon Snacks (up to 3 sponsors per day) <i>Be the one attendees think of when they need refueling between meals</i> Includes signage displayed in the Grand Ballroom and foyer.
\$ 5,000	Lunch (up to 3 sponsors per day) <i>The time and place where all attendees gather to enjoy a meal and listen to keynote speakers</i> Includes signage displayed in the Grand Ballroom and foyer.
\$ 7,000	Receptions (2 sponsors—Monday or Tuesday) <i>Enjoy an opportunity to make a brief introduction of your organization</i> Includes Bronze-level sponsorship benefits (2 full registrations and half-page advertisement) and signage displayed at the reception.





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Sponsorship Application

SPONSOR

First Name	Last Name	Organization/Agency	
Address	City	State	Zip
Phone	E-mail	Website	

SPONSORSHIPS

Please select your choice of sponsorship level:

- | | | |
|---|--|--|
| <input type="checkbox"/> Platinum \$15,000 | <input type="checkbox"/> Silver \$8,000 | <input type="checkbox"/> Reception (February 3) \$7,000 |
| <input type="checkbox"/> Gold \$10,000 | <input type="checkbox"/> Bronze \$6,000 | <input type="checkbox"/> Reception (February 4) \$7,000 |

OTHER MARKETING OPPORTUNITIES

Please select your choice of other marketing opportunities:

- | | | |
|---|---|--|
| <input type="checkbox"/> Tote Bags \$3,000 | <input type="checkbox"/> Tote Bag Insert \$500 | <input type="checkbox"/> Name Badge/Lanyard In-Kind |
|---|---|--|

Table Centerpieces In-Kind

- | | | |
|---|---|---|
| <input type="checkbox"/> Day 1 (February 3) | <input type="checkbox"/> Day 2 (February 4) | <input type="checkbox"/> Day 3 (February 5) |
|---|---|---|

Breakfast \$4,000

- | | | |
|---|---|---|
| <input type="checkbox"/> Day 1 (February 3) | <input type="checkbox"/> Day 2 (February 4) | <input type="checkbox"/> Day 3 (February 5) |
|---|---|---|

Snack Breaks AM/PM \$3,000

- | | | |
|---|---|---|
| <input type="checkbox"/> Day 1 (February 3) | <input type="checkbox"/> Day 2 (February 4) | <input type="checkbox"/> Day 3 (February 5) |
|---|---|---|

Lunch \$5,000

- | | | |
|---|---|---|
| <input type="checkbox"/> Day 1 (February 3) | <input type="checkbox"/> Day 2 (February 4) | <input type="checkbox"/> Day 3 (February 5) |
|---|---|---|

ADVERTISEMENT IN THE SUMMIT PROGRAM GUIDE—FULL COLOR

Please select all that apply:

- | | |
|--|---|
| <input type="checkbox"/> Inside Front Cover \$800 | <input type="checkbox"/> Inside Back Cover \$800 |
| <input type="checkbox"/> Full Page \$600 | <input type="checkbox"/> Half Page \$400 |

PAYMENT

Please send your completed sponsorship application and payment to:

**First 5 California
Attention: Fiscal Office
2389 Gateway Oaks Drive, Suite 260
Sacramento, CA 95833
916-263-1050**

You also may check the Bill Me option, and email your application to: events@first5.ca.gov

Amount Due: \$_____

Pay by Check Check # _____

Bill Me

Billing Address (if different than above)

Attention to: _____

Address: _____

Phone number: _____