



# 2023

NATIONAL ASSOCIATION FOR FAMILY CHILD CARE  
33rd ANNUAL CONFERENCE

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JULY 12 - 15 ATLANTA, GA

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*"The future starts with us"*



## Sponsorship Package



## Promoting the Power of Family Child Care

Since 1982, The National Association for Family Child Care (NAFCC) has been supporting Family Child Care throughout the country as educators make the intentional choice to offer high quality care and education in their homes. More children spend time in home-based childcare than any other childcare setting (NSECE, 2016). According to the National Survey of Early Care and Education (NSECE), there are one million paid providers caring for children in a home of the provider, caring for three million children from birth to age five in these settings.

FCC programs are a critical and often invisible component of the child care industry that serves many of the most vulnerable children, and families, particularly in rural communities; within communities of color; for low-income families who work non-traditional hours, shifts, hourly or "gig" economy jobs; and for infants and toddlers who are least likely to access center-based care.

NAFCC's mission is to support and leverage a nationwide network of providers and partners in expanding and promoting the power of FCC. We are the only national professional association dedicated to promoting high-quality early childhood experiences in the unique environment of FCC programs.

There are approximately 3800 NAFCC members across 45 states. Our Annual Conference brings 800-1000 educators from across the country together for three days. All conference announcements, which include conference sponsorships, are sent to our entire contact list, which reaches over 30,000 people.



# SPONSORSHIP LEVELS

## Platinum - \$50,000

- Title sponsor for the opening keynote session
- Podium recognition by Executive Director or Board Chair. Sponsor will be allowed to show a 4-5 minute promotional video
- Prominent signage at entrance of conference with Company name and logo, including exclusive access to two vertical pillars.
- Eight (8) full conference registration including reception and luncheon (valued at \$4,072)
- (One) 1 VIP Table at plenaries and luncheon
- Taste of Atlanta Basket will be delivered to hotel.
- Two (2) standard Hotel Rooms for 4 nights (valued at \$1,800)
- 2 (8' x 10') exhibit booth with prime location (valued at \$2,000)
- Full-page, 4-color ad on **inside** cover of conference program (valued at \$2,000)
- Bag Insert (valued at \$500)
- Prominent placing of company name and logo in rotating signage from conference main stage
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)
- Attendee email list provided via email after the conference



# SPONSORSHIP LEVELS

## Gold - \$35,000 (1 available)

- Title Sponsor for Day 2 keynote session
- Podium recognition by Executive Director or Board Chair
- Six (6) full conference registration including reception and luncheon (valued at \$3,054)
- One (1) VIP table at plenaries and luncheon
- Taste of Atlanta Basket will be delivered to hotel
- One (1) standard hotel room for 2 nights (valued at \$500)
- Large exhibit booth (8' x 10') with prime high traffic location (valued at \$1,000)
- Full-page, 4-color ad on inside *back* cover of conference program (valued at \$1,500)
- Bag Insert (valued at \$500)
- Company name and logo in rotating signage from conference main stage
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)
- Attendee email list provided after conference

## Silver - \$25,000 (1 available)

- Wifi Hot Spot Sponsor: Annual Conference wi-fi hot spot password named after company/organization
- Four (4) full conference registration including reception and luncheon (valued at \$2,036)
- One (1) VIP table at plenaries and luncheon
- Taste of Atlanta Basket will be delivered to hotel.
- One (1) standard Hotel Room for 1 night (valued at \$250)
- Standard exhibit booth (8' x 10') with prime location in exhibit hall (valued at \$1,000)
- Full-page, 4-color ad in conference program (valued at \$1,200)
- Bag Insert (valued at \$500)
- Company name and logo in rotating signage from conference main stage
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)



# SPONSORSHIP LEVELS

## Bronze - \$20,000 (3 Available)

- Titles sponsor for one of these all-group events: Leadership Presentation & Reception (Thursday evening), Toast to Quality (Friday evening), Awards Luncheon (Saturday afternoon)
- Three (3) full conference registration including reception and luncheon (valued at \$1,018)
- One (1) VIP table at plenaries and luncheon
- Taste of Atlanta Basket will be delivered to hotel.
- Standard exhibit booth\* (8' x 10') in exhibit hall (valued at \$1,000)
- Half-page, 4-color ad in conference program (valued at \$600)
- Company name and logo in rotating signage from conference main stage
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)

## Conference Station Sponsor - \$15,000 (4 available)

- Sponsor of one of the following stations: Coffee Break, Phone Charging, Information Table, Cookie Break
- Prominent signage at station
- Two (2) full conference registration including reception and luncheon (valued at \$509)
- VIP seating at plenaries and luncheon (3 seats)
- ¼ page, 4-color ad in conference program (valued at \$300)
- Company name and logo in rotating signage from conference main stage
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)



# SPONSORSHIP LEVELS

## Event Sponsor - \$10,000 (6 available)

- Title Sponsor of one of the following events: Black Family Child Care Caucus Meeting, Latinx Family Child Care, Caucus Meeting, Asian Pacific Island Family Child Care Caucus Meeting, Indigenous Family Child Care Caucus Meeting, Quality Ambassadors Training (Pre-conference) Leadership Day (Pre-conference event)
- Company name and logo in rotating signage from conference main stage
- (One) 1 full conference registration including reception and luncheon (valued at \$255)
- Organization listed in conference program and event website
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)

## Breakout Room Sponsor - \$5,000 (15 available)

- Sponsor of a Breakout Room
  - Each breakout room will host a minimum 4 sessions
- Company name and logo on door of breakout room
- Organization listed in conference program and event website
- Company name and logo on all Annual Conference promotional materials (including conference signage, social media, event promotions, event wear and event website)

## Friend of NAFCC - \$500 (unlimited)

- Organization listed in conference program and event website



## Program Advertising

The conference program is distributed to all participants. Attendees reference this publication as a resource during and after the conference, making it an excellent, cost-effective way to get your message to attendees.

Advertising in the program is charged according to the size of the advertisement. Print ready ads must be submitted to the national office no later than **May 1, 2023**. Later entries may or may not be included in the printed materials.

| Ad size            | Dimensions                    | Cost    |
|--------------------|-------------------------------|---------|
| Quarter Page       | 3 ¾" x 5"                     | \$300   |
| Half Page          | 7 ½" x 5"                     | \$600   |
| Full Page          | 7 ½" x 10"                    | \$1,200 |
| Inside Front Cover | Reserved for Platinum Sponsor |         |
| Inside Back Cover  | Reserved for Gold Sponsor     |         |

# Bag Inserts

**Cost: \$500.00**

All registered attendees will receive a bag when they pick up their registration materials. Bag inserts are a key opportunity for attendees to be exposed to your organization at the outset of the conference.

You can send your brochure, pamphlet, pens, notepads, or any other item, and it will be included in the official conference tote bag. Bag inserts must meet size requirements. Liquid samples must be sealed to prevent leaking, or they cannot be included in the bags.

Bag inserts should be sent by May 1, 2023. NAFCC may not be able to include later submissions.



**NAFCC**  
National Association for Family Child Care





## Become an Exhibitor



### **Corporate:**

Before April 1: \$750 / 1 booth  
After April 1: \$1,000 / 1 booth



### **Non-profit/Government:**

Before April 1: \$375 / 1 booth  
After April 1: \$500 / 1 booth



### Included options:

- One 8' x 10' exhibit booth with 6' skirted and draped table and standard pipe and drape in the exhibit hall
- Organization listed in conference program and event website

## RULES AND REGULATIONS:

### **ALL EXHIBIT SPACE IS NON-REFUNDABLE.**

#### Each exhibitor receives:

- One (1) exhibitor registration
- Exhibitor registrations provide access to the exhibit hall only. If exhibitors wish to attend the conference, the purchase of a full conference registration is required
- Any additional staff needed to staff the exhibit booth requires the purchase of a full conference registration
- To guarantee exhibitor information in our program, exhibit space must be purchased by May 1, 2023. Note: there is limited exhibition space and we do expect all booths to sell-out
- Electricity, AV equipment, and internet are the financial responsibility of the exhibitor
- NAFCC does not guarantee any exhibitors non-compete rights
- As a courtesy to conference attendees, exhibitors should not dismantle, pack, or remove items before 2:00pm on Saturday, July 15, 2023. Any exhibitor dismantling their booth prior to this time may be charged an early departure fee.
- Each exhibitor is encouraged to donate a door prize to NAFCC's exhibit hall raffle.



## 2023 Exhibit Hours

\*Exhibit hall schedule, including set-up and breakdown times, to be announced.

## Ready to Sponsor?

Additional sponsorship and special branding opportunities are available. For more information, please contact Dezire'e Mattocks at [dmattocks@nafcc.org](mailto:dmattocks@nafcc.org)