STRONGER TOGETHER: UNITING TO ADVANCE CHANGE

SPONSOR DECK

APRIL 26 - 28, 2023
WASHINGTON, DC
WHY SPONSOR CWLA?

All Sponsors Receive:

Visibility
• Logo and website link on the conference webpage, in emails and social media posts, on signage, in the conference program, and in the event mobile app

Promotion
• Ad placement in our printed conference program
• Insert for our conference tote bags

Engagement
• Exhibit booth opportunities for onsite interaction with attendees
• Attendee email lists to keep in touch after the conference

Commitment
• Demonstrate your continued commitment to creating solutions that ensure all children have the opportunity to grow up in loving families
Fellow - $5,000
- Exhibit booth discount (25%)
- Quarter-page ad in the program

Supporter - $10,000
- Exhibit booth discount (50%)
- Quarter-page ad in the program

Advocate - $15,000
- Exhibit booth
- Half-page ad in the program

Ally - $25,000
- Premium exhibit booth
- Full-page ad in the program
- Acknowledgement from the podium
Partner - $50,000
- Premium exhibit booth
- Full-page ad in the program
- Acknowledgement from the podium
- Collaborative webinar opportunity
- 2 Conference tickets

Champion - $100,000
- Premium exhibit booth
- Full-page ad in the program
- Acknowledgement from the podium
- Special recognition in a conference e-blast
- Collaborative webinar opportunity
- 4 Conference tickets
<table>
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<th>BENEFITS</th>
<th>CHAMPION $100,000</th>
<th>PARTNER $50,000</th>
<th>ALLY $25,000</th>
<th>ADVOCATE $15,000</th>
<th>SUPPORTER $10,000</th>
<th>FELLOW $5,000</th>
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<td>Webinar opportunity</td>
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<td>Conference tickets</td>
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<td>Color ad in program</td>
<td>Full page</td>
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<tr>
<td>Exhibit booth</td>
<td>Premium</td>
<td>Premium</td>
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<td>Regular</td>
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<td>25% off</td>
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<td>Insert for tote bags</td>
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<td>Attendee email list</td>
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A LA CARTE SPONSORSHIPS

Lanyards - $5,000
• Logo on name badge lanyards

Wi-Fi Cards - $5,000
• Logo on Wi-Fi access cards

Flash Drives - $5,000
• Logo on USB flash drives

Tote Bags - $15,000
• Logo on conference tote bags

Mobile Event App Add-Ons
• Improve visibility on our conference app - pricing varies
2022 IN NUMBERS:

- **SOLD OUT!**
  - 675 people attended

- **47% were at the Director or C-Suite level**

- **26% were first-time attendees**

- **40% were from public agencies**

- **from 42 states**
- **5 provinces**
- **4 territories**
HEAR FROM OUR ATTENDEES:

"The conference was wonderful and it filled my bucket. Thank you!"

"The racial equity conversations were excellent and left me with inspiration to bring back to my agency."

"Excellent first CWLA conference experience!"

"I really appreciated the addressing of both rural and urban programming. I got some great ideas!"

"The training Institutes were amazing!"

"Over the years CWLA has done a great job of being relevant to current events and the feel of the system. Keep doing it!"
SPONSORSHIP MATTERS

Sponsorships are essential to our ability to hold conferences.

As always, it’s important to us that we build a sponsorship package that suits your unique goals. Feel free to reach out with your own suggestions.

RReed@cwla.org