

WHAT IS THE CHILD WELFARE LEAGUE OF AMERICA?

CWLA is the standard-setter for child welfare services; through our direct work with public and private agencies, we improve the quality of services provided to millions of children.

Our National Conference brings together leaders from child welfare, mental health, housing, research and education, policy, and other fields for 3 days of innovation & collaboration.

WHY SPONSOR CWLA'S NATIONAL CONFERNCE?

VISIBILITY

 Sponsors are recognized on our website and in email marketing (30,000+ subscribers) leading up to the conference, and featured onsite in signage, in the conference program, and in the event app

PROMOTION

 Sponsors showcase their brand and messaging with full color ads in the conference program and personalized inserts in all conference tote bags

WHY SPONSOR CWLA'S NATIONAL CONFERNCE?

ENGAGEMENT

- Sponsorships provide opportunities to connect with attendees on a personal level as exhibitors or as facilitators at networking events
- Contact lists help you stay in touch with attendees after the conference

COMMITMENT

 Sponsoring CWLA demonstrates your continued commitment to creating solutions that ensure all children can grow up in loving families

ALL SPONSORS HAVE PRIORITY REGISTRATION FOR EXHIBIT HALL

Fellow - \$3,000 (8 available)

- Exhibit booth discount (25%)
- Quarter-page ad in the program

Supporter - \$6,000 (6 available)

- Lead a roundtable discussion (subject to approval)
- Exhibit booth discount (50%)
- Quarter-page ad in the program

Patron - \$10,000 *(4 available)*

- Spotlight ad in CWLA's newsletter The Networker
 (20,000+ subscribers) leading up to the conference
- Exhibit booth
- Half-page ad in the program
- Highlighted in conference event app

Advocate - \$17,000 (1 available)

- Co-emcee a networking event with CWLA staff
- Exhibit booth
- Full-page ad in the program
- Highlighted in conference event app

Ally - \$25,000 (3 available)

- Podium acknowledgement during a plenary
- 2 premium conference tickets
- Premium exhibit booth
- Full-page ad in the program
- Highlighted in conference event app

Partner - \$50,000 (1 available)

- Collaborative webinar opportunity with CWLA
- 4 premium conference tickets
- Podium acknowledgement during a plenary
- Premium exhibit booth
- Full-page ad in the program
- Highlighted in conference event app



| BENEFITS | CHAMPION \$100,000 | PARNER \$50,000 | ALLY \$25,000 | ADVOCATE \$17,000 | PATRON \$10,000 | SUPPORTER \$6,000 | FELLOW \$3,000 |
|-----------------------------|-----------------------|--------------------|------------------|----------------------|--------------------|----------------------|-------------------|
| Special e-blast | • | Х | X | Х | х | х | х |
| Podium acknowledgement | • | • | • | х | Х | Х | х |
| Webinar | | | × | × | × | х | × |
| Conference tickets | 6 tickets | 4 tickets | 2 tickets | X | Х | Х | х |
| Color program ad | Full page | Full page | Full page | Full page | 1/2 page | 1/4 page | 1/4 page |
| Emcee a networking event | х | х | х | • | х | х | х |
| Newsletter ad | × | х | х | х | • | х | × |
| Lead a roundtable | Х | Х | Х | Х | Х | • | х |
| Exhibit booth | Premium | Premium | Premium | General | General | Discount | Discount |
| Event app highlight | • | • | • | • | • | Х | х |
| Attendee contact list | • | 0 | 0 | • | 0 | • | • |
| Logo placement | • | • | | • | • | • | • |
| Tote Bag Insert | • | • | • | • | • | • | • |

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A LA CARTE SPONSORSHIPS

Lanyards - \$7,000 (1 available)

Logo on name badge lanyards

Tote Bags - \$15,000 *(1 available)*

Logo on conference tote bags

Friend of CWLA - \$1,000+

All are welcome to contribute funds to help underwrite general conference expenses.

2023 IN NUMBERS:

SOLD OUT!
725+ people attended

53% were at the Director or C-Suite level

32% were firsttime attendees

40% were from public agencies



from 46 states
2 provinces
3 countries

HEAR FROM ATTENDEES

"This year's workshops were amazing, very timely!"

"CWLA offers so many opportunities for growth and education!"

"I greatly value CWLA and am eager to engage more!"

"Keep hosting great conferences like this one!"

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.

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