



National
Conference

Inspiring **Change**,
Igniting Progress

SPONSOR DECK



April 9 - 11, 2025

Washington, DC

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.

CWLA's Conference sells out of tickets and exhibit space every year. With over 100 exciting learning opportunities to choose from, we draw a diverse crowd of leaders and changemakers from across the country.

Join us, steps from the Capitol Building, as we help **ignite progress** for child-serving agencies everywhere.



Why Sponsor CWLA's Conference?

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.

Engagement

Sponsorships provide opportunities to connect with attendees on a personal level as exhibitors or as facilitators at 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.

Exhibitors receive early access to reserve space in the exhibit hall!

Last year we sold out of exhibit tables within 4 hours of opening registration to the general public.

Fellow - \$2,000 (6 available)

- Exhibit booth discount (25%)
- Quarter-page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

Supporter - \$5,000 (4 available)

- Exhibit booth discount (50%)
- Tote bag insert
- Quarter-page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

Collaborator - \$10,000 (6 available)

- General exhibit booth
- Opportunity to lead a roundtable discussion (*pending topic approval*)
- Tote bag insert
- Half-page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

Advocate - \$15,000 (5 available)

- Premium exhibit booth
- Ad in CWLA's newsletter The Networker (30,000+ subscribers) leading up to the conference (*ad subject to approval*)
- Tote bag insert
- Full page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

Ally - \$25,000 (3 available)

- Premium exhibit booth
- Acknowledgement from the podium during a plenary session
- 2 premium conference tickets
- 2 promotions on each of CWLA's social media accounts (*Facebook, X, LinkedIn - combined 23,000 followers*)
- Rotating ad on ballroom projection screens during meals and in between plenaries
- Tote bag insert
- Full page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

Partner - \$50,000 (1 available)

- Premium exhibit booth
- Collaborative webinar opportunity with CWLA
- Company name in conference WiFi code
- Acknowledgement from the podium during a plenary session
- 4 premium conference tickets
- Tote bag insert
- Full page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

Champion - \$100,000 (1 available)

- Premium exhibit booth
- Special recognition as lead sponsor in 2 conference eblasts (*listserv 30,000+*)
- Collaborative webinar opportunity with CWLA
- Acknowledgement from the podium during all plenary sessions
- 6 premium conference tickets
- Tote bag insert
- Full page ad in the conference program
- Conference attendee contact list
- Logo placement on website and in program

We also encourage CWLA members and vendors to consider becoming a Friend of CWLA for \$1,000 to help us underwrite general expenses. Friends of CWLA are acknowledged with our conference sponsors.

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

2024 In Numbers:



SOLD OUT!
750+ people
attended



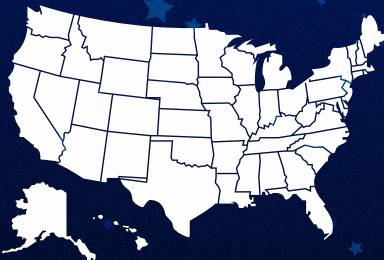
44% were at the
Director or C-Suite
level



42% were from
public agencies



28% were first-
time attendees



attendees from
47 states
2 territories
2 provinces

Hear from Attendees:

“CWLA is doing a phenomenal job of supporting the work of child welfare programs/staff!”

“The Leadership Track showed me how to be a better CEO.”

“Great outside-of-the-box workshops!”

“I really appreciated the mix of clinical practice and macro policy courses!”

“The Leadership Track was terrific – concrete suggestions that are immediately applicable.”

“I got great ideas on workforce development and retention strategies!”

“CWLA’s conference is a must attend for me and my staff!”

“We ❤️ CWLA!”



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.

Riva Reed
Associate Director,
Membership & Conferences
RReed@cwla.org

