The Work Ahead: Practice, Policy, and Possibility

SPONSOR DECK



National Conference
April 20-22, 2026
Arlington, VA

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 three days of innovation and 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.

Why Sponsor CWLA's Conference?

Sponsors are recognized on our website and in email marketing (25,000+ subscribers) leading up to the conference, and featured onsite in signage. Sponsors showcase their brand and messaging with full color ads in the conference program and personalized inserts in all conference tote bags.

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.

Most importantly, sponsoring CWLA demonstrates your continued commitment to creating solutions that ensure all children can grow up in loving families.

Sponsors receive early access to reserve space in the exhibit hall

For the first 8 weeks, only sponsors can book exhibit space. Competition for CWLA's exhibit hall is fierce – last year only a few booths remained by the time general sales opened!

Tier 1 exhibit booths are located under the skylights in the premium exhibit area; Tier 2 booths are in the main hall; Tier 3 booths are along the corridors or secondary exhibit spaces.

Fellow - $2,000 ~~*(8 available)*~~ *sold out*

- Discount on tier 3 exhibit booth (25%)
- Quarter-page ad in the conference program
- Conference attendee contact list, sent after the conference
- Logo placement on website and in program

Supporter - $5,000 ~~*(6 available)*~~ *1 available*

- Discount on tier 2 exhibit booth (50%)
- Half-page ad in the conference program
- Tote bag insert
- Conference attendee contact list, sent after the conference
- Logo placement on website and in program

Advocate - $10,000 ~~*(6 available)*~~ ***1 available***

- Tier 2 exhibit booth
- Rotating ad on ballroom projection screens during meals and in between plenaries
- 1 complimentary conference registration
- Full page ad in the conference program
- Tote bag insert
- Conference attendee contact list, sent before and after the conference
- Logo placement on website and in program

Collaborator - $14,000 *(2 available)*

- Tier 1 exhibit booth
- Ad in CWLA's newsletter The Networker (25,000+ subscribers) *(ad subject to approval)*
- Digital sponsor booth on conference app, with ability to upload videos, documents, and contact information
- 1 complimentary conference registration
- Full-page ad in the conference program
- Tote bag insert
- Conference attendee contact list, sent before and after the conference
- Logo placement on website and in program

Ally - $17,500 ~~*(4 available)*~~ ***sold out***

- Tier 1 exhibit booth
- Opportunity to lead a roundtable *(pending topic approval)*
- 2 complimentary premium conference tickets
- Digital sponsor booth on conference app, with ability to upload videos, documents, and contact information
- Full-page ad in the conference program & tote bag insert
- Conference attendee contact list, sent before and after the conference
- Logo placement on website and in program

Partner - $26,000 ~~*(3 available)*~~ ***sold out***

- Tier 1 exhibit booth
- Exclusive conference column wrap in a high-traffic area, designed in CWLA's event branding with "Conference sponsored by [Sponsor Name and Logo]"
- Sponsor a coffee break with branded cocktail napkins and recognition in the conference program
- 3 complimentary premium conference tickets
- Digital sponsor booth on conference app, with ability to upload videos, documents, and contact information
- Full page ad in the conference program & tote bag insert
- Conference attendee contact list, sent before and after the conference
- Logo placement on website and in program

Patron - $32,000 *(1 available)*

- Tier 1 exhibit booth
- Two exclusive conference column wraps next to main escalators, designed in CWLA's event branding with "Conference sponsored by [Sponsor Name and Logo]"
- Company name featured in the conference Wi-Fi branding
- Sponsor and attend the CWLA Member pre-conference reception
- Acknowledgement from the podium during a plenary session
- 4 complimentary premium conference tickets
- Digital sponsor booth on conference app, with ability to upload videos, documents, and contact information
- Full page ad in the conference program
- Tote bag insert
- Conference attendee contact list, sent before and after the conference
- Logo placement on website and in program

Sponsorship Add-ons:
Available in combination with an existing sponsorship

Lanyards - $7,000 *(1 available)*

- Logo on name badge lanyards alongside CWLA's logo

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

- Logo on conference tote bags alongside CWLA's logo

Champion - $40,000 *(1 available)*

- Tier 1 exhibit booth
- Sponsor logo featured on hotel key cards distributed to all conference guests staying at the host property
- Collaborative webinar opportunity with CWLA
- Acknowledgement from the podium during a plenary session
- 5 complimentary premium conference tickets
- Digital sponsor booth on conference app, with ability to upload videos, documents, and contact information
- Full page ad in the conference program
- Tote bag insert
- Conference attendee contact list, sent before and after the conference
- 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.

2025 in Numbers:



SOLD OUT!
800+ people
attended



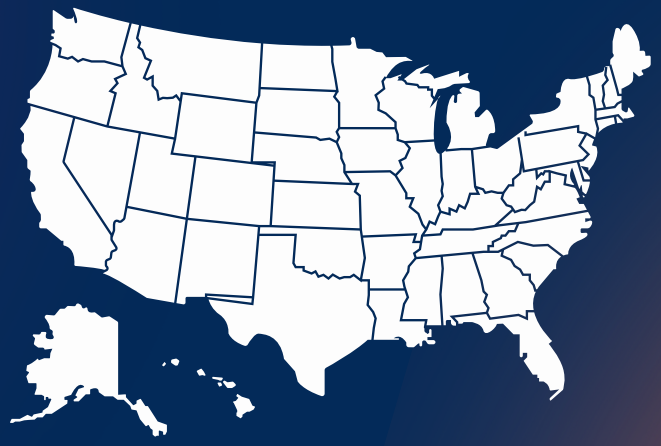
42% were at the
Director or C-Suite
level



41% were from
public agencies



32% were first-
time attendees



attendees from
44 states
1 territory
2 provinces

Hear from Attendees:

“I loved the spirit and energy that was brought to this conference! Getting to learn from a range of people with various backgrounds was inspiring and thought provoking.”

“The sessions provided useful information applicable to my role with DCF/FSD. I found the speakers really understood the work being done in the field and how to move the work and workforce in a positive direction for the future of child welfare.”

“I always leave inspired!”

“Wonderful audience engagement from speakers; very real, tangible strategies presented.”

“Every session I attended was very informative and impactful. The audience mix of state agency + private organization attendees made for a great experience. I gained a lot from every conversation!”









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 suggestions or questions.

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