Sponsorship Opportunities



CWLA Conference
April 5-7, 2027
Arlington, VA

Reach the leaders shaping child and family services

A national audience of leaders from public agencies, nonprofits, policy, research, education, housing, and technology.

2026 in numbers

800+
conference attendees

46%
director-level or above

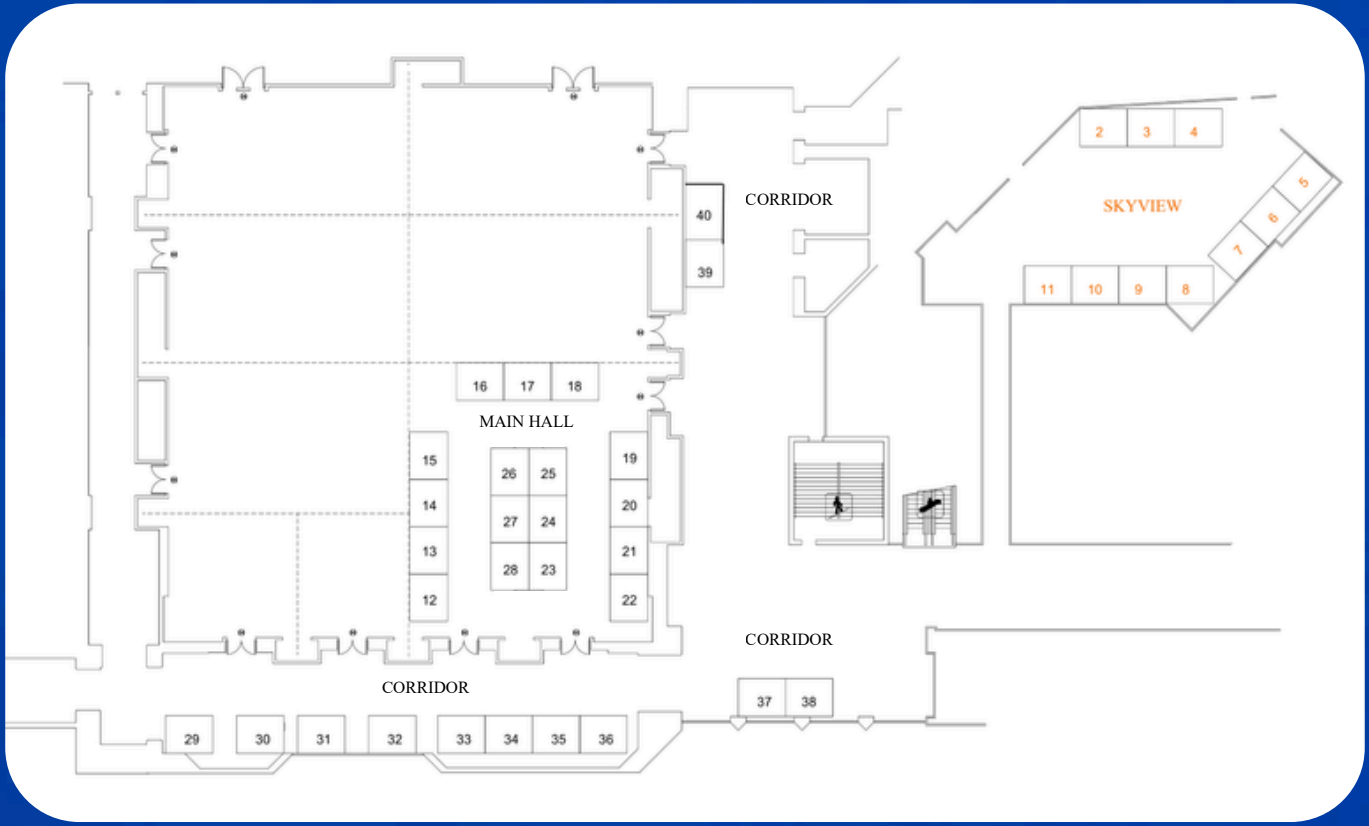
39%
from public agencies

48
states and territories represented



Sponsors receive early access to reserve exhibit booths

For the first seven weeks of sales, only sponsors may reserve exhibit space. New for 2027, Supporter sponsors may submit their top three booth preferences, while Advocate sponsors and above may select from the locations available within their package. Final booth placement is subject to availability and confirmed by CWLA.



2027 standard booth rates for the Main Hall and Corridor are $1,650 for CWLA members and $1,950 for nonmembers, and include one staff ticket. Premium SkyView booths are reserved for select sponsorship levels.

Fellow - $2,000

~~*8 available*~~ *2 available*

- 25% discount on exhibit booth in the Main Hall or Corridor
- Quarter-page program ad
- Attendee contact list sent post-conference
- Logo recognition on conference website and in program

Supporter - $5,000

~~*6 available*~~ *5 available*

- Priority consideration for up to three booth-location preferences
- 50% discount on exhibit booth in the Main Hall or Corridor
- Half-page program ad
- Tote bag insert
- Attendee contact list sent post-conference
- Logo recognition on conference website and in program





Advocate - $10,000

~~*6 available*~~ *5 available*

- Choose booth location, subject to availability
- Exhibit booth in the Main Hall or Corridor
- Rotating ad on ballroom projection screens during meals
- 1 complimentary conference registration
- Full-page program ad
- Tote bag insert
- Attendee contact list sent pre- and post-conference
- Logo recognition on conference website and in program

Ally - $15,000

2 available

- Choose booth location, subject to availability
- Exhibit booth in the Main Hall or Corridor
- Ad in CWLA's newsletter, *The Networker* (25,000+ subscribers)
- Digital sponsor booth in the conference app, with ability to upload videos, documents, and contact information
- 2 complimentary conference registrations
- Full-page program ad
- Tote bag insert
- Attendee contact list sent pre- and post-conference
- Logo recognition on conference website and in program

Roundtable Partner - $20,000 ~~*4 available*~~ *3 available*

Facilitate a 90-minute roundtable developed with and approved by CWLA. Engage directly with senior leaders and practitioners, explore a shared challenge, and hear candid feedback from the field.

Plus:

- Premium SkyView exhibit booth
- Choose booth location, subject to availability
- Digital sponsor booth in the conference app, with ability to upload videos, documents, and contact information
- 3 complimentary conference registrations
- Full-page program ad
- Tote bag insert
- Attendee contact list sent pre- and post-conference
- Logo recognition



Patron - $26,000 ~~*4 available*~~ *3 available*

- Premium SkyView exhibit booth
- Choose booth location, subject to availability
- 11-foot branded column wrap in a high-traffic area
- Sponsorship of one coffee break or reception, including branded beverage napkins and program recognition
- Digital sponsor booth in the conference app, with ability to upload videos, documents, and contact information
- 4 complimentary conference registrations
- Attendee contact list sent pre- and post-conference
- Full-page program ad
- Tote bag insert
- Logo recognition





Closing Plenary Sponsor - $40,000

Underwrite the closing plenary session, with onstage recognition and the opportunity to share a two-minute video*

Plus:

- Premium SkyView exhibit booth
- Choose booth location, subject to availability
- Opportunity to develop and co-host a webinar with CWLA
- Digital sponsor booth in the conference app, with ability to upload videos, documents, and contact information
- 5 complimentary conference registrations
- Attendee contact list sent pre- and post-conference
- Full-page program ad
- Tote bag insert
- Logo recognition

*video must be aligned to conference theme and audience, and is subject to CWLA's advanced approval

Sponsorship Add-Ons

Available in combination with an existing sponsorship

Unwind - $2,500

2 available

- Underwrite licensed massage therapists offering chair massages during an evening reception. Includes sponsor recognition in the program and at the massage station.

Back Cover - $4,500

1 available

- Upgrade any included program ad to a full-page back-cover ad for maximum visibility.

Lanyards - $6,000

1 available

- Feature your logo alongside CWLA's on attendee lanyards throughout the conference.

Tote Bag - $10,000

1 available

- Feature your logo alongside CWLA's on commemorative tote bags distributed to attendees and used throughout the conference.

2026 attendee engagement in CWLA's conference app

86.8%



of attendees downloaded the app

940
Community board posts

10,944
Document views

179,530
Sponsor impressions



Your Sponsorship Makes a Difference

Sponsorships support CWLA's year-round education, advocacy, and member services. Together, these efforts strengthen organizations and professionals serving children and families nationwide.

Opportunities are limited. Contact us to discuss availability and select the package that best supports your goals.

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