



**2018 CHILD HEALTH, EDUCATION,  
AND CARE SUMMIT:**  
*California – Leading the Way for Children*

**APRIL 10–12, 2018**

**HILTON LOS ANGELES NORTH/GLENDALE**

**100 West Glenoaks Blvd**

**Glendale, CA 91202**

**818-956-5466**

**[hiltonlosangelesglendale.com](http://hiltonlosangelesglendale.com)**



**SPONSORSHIP BENEFITS PACKET**

## Sponsorship Benefits Packet

First 5 California is committed to providing a unique opportunity for your agency to reach hundreds of child advocates and support dynamic interaction among attendees, presenters, and sponsors. The options for sponsorship opportunities are designed to provide exclusive branding visibility while maximizing your organization's ROI. To explore sponsorship benefits in further detail, please contact Mike Fuller at [first5caevents@ccfc.ca.gov](mailto:first5caevents@ccfc.ca.gov) or call (916) 263-1189.

### All Sponsors will receive the following benefits:

- Visibility on the First 5 California events website and marketing e-Splashes
- Recognition in the Program Guide
- Podium recognition
- Sponsor ribbon displayed on name badge
- Tweets to more than 18,000 followers
- Recognition in the *First 5 California FOCUS* newsletter

**Platinum Level** sponsors will receive these additional benefits: **\$15,000**

- Four (4) full registrations (\$1,100 value)
- Full-page color advertisement in the Program Guide (\$600 value)
- Tote Bag Insert (\$500 value)

**Gold Level** sponsors will receive these additional benefits: **\$10,000**

- Three (3) full registrations (\$825 value)
- Half-page advertisement in the Program Guide (\$400 value)
- Tote Bag Insert (\$500 value)

**Silver Level** sponsors will receive these additional benefits: **\$7,500**

- Two (2) full registrations (\$550 value)
- Half-page advertisement in the Program Guide (\$400 value)

**Bronze Level** sponsors will receive these additional benefits: **\$5,000**

- One (1) full registration (\$275 value)

**Reception Level** sponsors will receive these additional benefits: **\$4,000**

A tabletop signage display set near the food, signage at entryway, and an opportunity to distribute marketing materials.  
(2 Opportunities—April 10 or April 11)



## Other Marketing Opportunities

### **SOLD Attendee Tote Bags** (Limited to 1 sponsor)

**In-Kind**

Your organization's logo will be printed on one side of the tote bag—with the Summit logo on the opposite side. The tote must be a recyclable, reusable bag. Preapproval from the Summit organizers is required.

### **Tote Bag Insert**

**\$500**

The insert could be a full-page flyer, post card, report, etc. Please limit the number of pages to four (4) or fewer; may be printed on both sides.

### **Name Badge Holder** (Limited to 1 sponsor)

**In-Kind**

*Every participant will be wearing your logo!* The name badge holder is one of the first things attendees will see.

### **2 SOLD Breakfast** (3 Opportunities—1 per day per sponsor)

**\$600**

Only one opportunity left! *A good breakfast paves the way for an engaged mind.* Breakfast sponsorships include a tabletop signage display during the meal, and opportunity to distribute marketing materials.

### **Snack Breaks AM/PM** (3 Opportunities—1 per day per sponsor)

**\$600**

*Be the one attendees think of when they need a snack between meals.* Break sponsorship includes a tabletop signage display set near the food and beverage, and opportunity to distribute marketing materials.

### **1 SOLD Luncheon Centerpieces** (3 Opportunities—1 per day per sponsor)

**In-Kind**

Two opportunities left! Centerpieces will require prior approval from Summit organizers before purchasing and will be **considered giveaways to attendees**. Specific guidelines will apply, but we welcome fresh and unique ideas!

### **Program Guide Advertising**

**SOLD** Inside Front Cover—**\$800**  
Full Page—**\$600**

**SOLD** Inside Back Cover—**\$700**  
Half Page—**\$400**

### **Contact Information**

First 5 California  
2389 Gateway Oaks Drive, Suite 260  
Sacramento, CA 95833  
(916) 263-1050 Main  
Events E-mail: [First5CAevents@ccfc.ca.gov](mailto:First5CAevents@ccfc.ca.gov)  
First 5 California website: [www.ccfc.ca.gov](http://www.ccfc.ca.gov)  
Events website: [www.First5CAevents.ca.gov](http://www.First5CAevents.ca.gov)





**2018 CHILD HEALTH, EDUCATION,  
AND CARE SUMMIT:**  
*California—Leading the Way for Children*

## Sponsorship Application

### SPONSOR

First Name	Last Name	Organization/Agency	
Address	City	State	Zip
Phone	E-mail	Website	

### SPONSORSHIPS

Please select your choice of sponsorship level:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Platinum <b>\$15,000</b> | <input type="checkbox"/> Silver <b>\$7,500</b> | <input type="checkbox"/> Reception (April 10) <b>\$4,000</b> |
| <input type="checkbox"/> Gold <b>\$10,000</b>     | <input type="checkbox"/> Bronze <b>\$5,000</b> | <input type="checkbox"/> Reception (April 11) <b>\$4,000</b> |

### OTHER MARKETING OPPORTUNITIES

Please select your choice of other marketing opportunities:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> <b>SOLD</b> Attendee Tote Bags <b>In-Kind</b> | <input type="checkbox"/> Tote Bag Insert <b>\$500</b> | <input type="checkbox"/> Badge-Holder <b>In-Kind</b> |
| Luncheon Centerpieces <b>In-Kind</b>                                   |   |  |
| <input type="checkbox"/> <b>SOLD</b> Day 1 (April 10)                  | <input type="checkbox"/> Day 2 (April 11)             | <input type="checkbox"/> Day 3 (April 12)            |
| Snack Breaks AM/PM <b>\$600</b>  |   |  |
| <input type="checkbox"/> Day 1 (April 10)                              | <input type="checkbox"/> Day 2 (April 11)             | <input type="checkbox"/> Day 3 (April 12)            |
| Breakfast <b>\$600</b>   |   |  |
| <input type="checkbox"/> <b>SOLD</b> Day 1 (April 10)                  | <input type="checkbox"/> <b>SOLD</b> Day 2 (April 11) | <input type="checkbox"/> Day 3 (April 12)            |

### ADVERTISEMENT IN THE SUMMIT PROGRAM GUIDE

Please select all that apply:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>SOLD</b> Inside Front Cover <b>\$800</b> | <input type="checkbox"/> <b>SOLD</b> Inside Back Cover <b>\$700</b> |
| <input type="checkbox"/> Full Page <b>\$600</b>                      | <input type="checkbox"/> Half Page <b>\$400</b>                     |

### PAYMENT

**Please send your completed sponsorship application and payment to:**

**First 5 California**  
**Attention: Fiscal Office**  
**2389 Gateway Oaks Drive, Suite 260**  
**Sacramento, CA 95833**

**Please make checks payable to:**  
**First 5 California/Summit 2018**

Amount Due: \$ \_\_\_\_\_

Pay by Check    Check # \_\_\_\_\_

Bill Me

Billing Address (if different than above)

Attention to: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_