



# CHILD HEALTH, EDUCATION, AND CARE SUMMIT

*Stronger Starts: 25 Years of First 5*

## MARCH 25–27, 2024

### OAKLAND MARRIOTT CITY CENTER

1001 Broadway | Oakland, CA 94607 | 510.451.4000



## SPONSORSHIP PROSPECTUS

### CONNECT WITH CHILDREN AND FAMILY ADVOCATES

First 5 California is committed to providing a  
unique opportunity for your organization!

### SPONSOR THE SUMMIT

Get business exposure and a chance to connect with hundreds of current  
and new customers—advocates who share our vision that California's  
children should receive the best possible start in life and thrive!

## Gain exposure for your organization among a diverse group of Summit participants, including:

- Advocacy Organization Staff
- Child Care Providers and Staff
- Consultants and Trainers
- Higher Education Educators
- K–12 Educators
- Early Intervention Staff
- Elected Officials
- Executive Directors/CEOs/CFOs
- First 5 County Commission Staff
- Family Therapists
- Home Visitors
- Local, State, and Federal Government Agency Staff
- Medical Professionals
- Mental Health Experts
- Philanthropists and Funders
- Public Health Staff
- Researchers
- Social Workers
- Students



## Keynote Speakers and Honorariums from Past Summits

- **Rob Reiner** (Honorarium), Co-founder, First 5 California, American Actor and Filmmaker
- **Mark Shriver**, President of Save the Children Action Network
- **Mario Lopez**, (Honorarium) Recipient of Talk. Read. Sing.® Award; Host of EXTRA, a nationally syndicated daily entertainment show
- **Erin Gruwell**, Freedom Writers Foundation
- **Dr. Nadine Burke Harris**, Former First 5 CA Commission Chair, Founder of the Center for Youth Wellness
- **Junlei Li**, Child Development, Early Learning, Fred Rogers, Human Interactions
- **Dana Suskind**, Professor of Surgery and Pediatrics at the University of Chicago Medical Center
- **Dr. Ajay Chaudry**, Co-author of “Cradle to Kindergarten: A New Plan to Combat Inequality”
- **Dowell Myers, Ph.D.**, Professor of Policy, Planning, and Demography, Sol Price School of Public Policy University of Southern California
- **Rosemarie Allen**, Associate Professor of Early Childhood Development at the Metropolitan State University of Denver
- **Dr. Vincent Felitti**, Clinical Professor of Medicine at the University of California and Co-principal investigator of the Adverse Childhood Experiences (ACE) Study
- **Andrew Meltzoff**, Professor, Department of Psychology, and Renowned Expert on Infant and Child Development
- **Patricia Kuhl**, Bezos Family Foundation Endowed Chair in Early Childhood Learning, Co-Director of the UW Institute for Learning and Brain Sciences



## SPONSORSHIP BENEFITS

The options for sponsorship opportunities are designed to provide exclusive brand visibility while maximizing your organization's return on investment.

We are happy to customize a sponsorship package tailored to your specific marketing needs. Sponsors work with F5CA to define varying levels of involvement, which includes sponsoring specific components/events during the Summit, scholarships for people to attend, and more.



### Your sponsorship will include:

- Acknowledgement on the F5CA Summit website
- Company website featured on Summit mobile app (includes social media profile, weblinks, and more)
- Advertisement of your company's website in marketing campaigns and promotional materials
- Your company logo in the Know Before You Go messages to attendees
- Podium recognition during welcome, opening remarks, receptions, and the general sessions
- Prominently displayed poster board signage at entrance to general session and breakout room areas
- Sponsor ribbon on name badge

Additional benefits for the Champion, Partner, Supporter, and Advocate levels are listed below. (Choices received on a first-come, first-served basis):

## SPONSORSHIP LEVELS

<b>CHAMPION</b> <b>\$15,000 and above</b>	<b>PARTNER</b> <b>\$10,000</b>	<b>SUPPORTER</b> <b>\$7,000</b>	<b>ADVOCATE</b> <b>\$5,000</b>
5 full registrations (\$2,250 value)	4 full registrations (\$1,800 value)	2 full registrations (\$900 value)	2 full registrations (\$900 value)
1 Tote bag item (\$500 value)	1 Tote bag item (\$500 value)	1 Tote bag item (\$500 value)	1 half-page ad in program guide (\$400 value)
1 full-page ad in program guide (\$600 value)	1 full-page ad in program guide (\$600 value)	1 half-page ad in program guide (\$400 value)	
Choice of exhibit table in prime location (\$800 value)	Exhibit table (\$800 value) 1 customized social media post		
Reserved table with your logo during lunch each day			
2 customized social media posts			
Top billing on all signage			

## SUMMIT PROGRAM GUIDE ADVERTISEMENTS

Premium (Inside front cover or inside back cover)	<b>\$800</b>
Full Page	<b>\$600</b>
Half Page	<b>\$400</b>

## TABLETOP EXHIBITORS

Per Table	<b>\$800</b>
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Tables are 6-ft wide and include skirting, tablecloth, and chairs. If audio-visual equipment is needed, exhibitors must make arrangements with Encore Audio-Visual services directly. For contact information, please email the Summit organizers at [events@first5.ca.org](mailto:events@first5.ca.org).

### Exhibitor Benefits

- \$100 Discount if you purchase your table by October 31, 2023
- One (1) complimentary exhibitor badges
- Listing in the official Summit Program Guide
- Receive Summit's Attendee Mailing List

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Welcome Reception (1 sponsor—Monday, March 25)	<b>\$10,000</b>	Enjoy a captive audience among fellow child and family advocates and make a brief introduction of your organization.	Prediscussion with the Summit organizers is appreciated. Sponsor will be required to contract with the hotel directly for this event.
Honorarium Recipient Reception (1 sponsor—Tuesday, March 26)	<b>\$10,000</b>	Sponsor will introduce Honorarium and make a brief introduction of their organization	Prediscussion with the Summit organizers is appreciated. Sponsor will be required to contract with the hotel directly for this event.
LED Wall Advertisement (Up to 3 sponsors: Monday, Tuesday, or Wednesday)	<b>\$5,000 per day</b>	Your company's brand will be displayed on the 14'9" by 6'6" "Wall" located on the 2 <sup>nd</sup> floor of the hotel where all attendees will see during transition to/from sessions.	Prediscussion with Summit organizers is appreciated. Sponsors are required to make final arrangements directly through the hotel audio-visual company, Encore.
Tote Bags (1 sponsor)	<b>In-Kind</b>	Your brand will be front and center—attendees will see your company logo first.	Prediscussion with Summit organizers is appreciated.
Tote Bag Items (multiple sponsors)	<b>\$500</b>	Your item could be a flyer, post card, report, or gadget.	Prediscussion with Summit organizers is appreciated.
Name Badge Holders (1 sponsor)	<b>In-Kind</b>	Every participant will be wearing your logo!	Prediscussion with Summit organizers is appreciated.
Table Centerpieces (3 sponsors—1 sponsor per day: Monday, Tuesday, or Wednesday)	<b>In-Kind</b>	We want to hear your ideas—let's explore them together!	Prediscussion from the Summit organizers is appreciated. <ul style="list-style-type: none"> <li>• Centerpieces will be displayed on each table during meals and general sessions and/or on the registration table during breakfast and lunch. Centerpieces will be considered giveaways to attendees.</li> </ul>

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Breakfast (1 sponsor per breakfast—2 opportunities: Tuesday or Wednesday)

**\$7,000**

A good breakfast paves the way for an engaged mind—includes signage displayed in the East/West Hall and foyer.



Morning/Afternoon Snacks (1 sponsor per day—3 opportunities: AM/PM)

**\$6,000**

Be the “face” attendees think of when they need refueling between meals—includes signage displayed in the East/West Hall and foyer.



Lunch (1 sponsor per day—3 opportunities: Monday, Tuesday, or Wednesday)

**\$9,000**

The time and place where all attendees gather to enjoy a meal and listen to keynote speakers—includes signage displayed in the East/West Hall and foyer.



### *What attendees have said about their previous Summit experiences:*

“Relevant. Inspiring. Critical. Enjoyable.”

“I appreciated all that I heard, but the keynote presentations were the heart of the Summit for me. The quality and caliber were excellent—so inspiring and informational. Thank you for an excellent Summit.”

“Thank you, First 5 California, for putting on these amazing insightful events. I’m proud to be a part of this work, and I feel very supported by my network across the state. This event was very well organized, and I enjoyed it very much.”

“Great job in selecting keynote speakers. All were relevant to this work, humble, and empowering.”

“All aspects of the Summit were great! I think it’s imperative to connect with First 5 and Grantees of First 5 throughout the state to collaborate what we are all passionate about. Thank you for all the hard work in planning such an amazing event.”

“Thank you First 5 California for taking the initiative and showing leadership by having the focus of the Summit be on poverty and stress as it relates to child development and wellbeing.”

### CONTACT THE SUMMIT ORGANIZERS

To explore these benefits in further detail, please contact the Summit Planning Committee at [events@first5.ca.gov](mailto:events@first5.ca.gov).

