



CORPORATE SPONSORSHIP

OCTOBER 1, 2019-SEPTEMBER 30, 2020



**BECOME A
SPONSOR
TODAY**

ABOUT RIVHSA



The Region IV Head Start Association, Inc. (RIVHSA), founded in 1986, is a private, not-for-profit membership organization dedicated to improving the quality of early care and education for Head Start (HS) and Early Head Start (EHS) children and their families. It is our mission to support the Head Start community through leadership, advocacy, partnership and professional development in order to promote the delivery of high-quality services to children and families. We envision a nation where young children who are economically and socially disadvantaged begin their formal education ready and resilient. **Today, RIVHSA represents more than 150,000 children, 40,000 staff and 400 member programs.** RIVHSA is a regional affiliate of the National Head Start Association. Our regional network

includes a growing alliance of corporate partners and individual members, as well as our 8 state affiliates: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

WHY CORPORATE SPONSORSHIP?

Becoming a corporate sponsor shows a vested interest in RIVHSA and our member programs. As a corporate sponsor, your company is doing more than establishing or strengthening its connection to our member network, but you're also joining a community of professionals, parents and partners dedicated to making a difference.

PARTNERS IN QUALITY

Over the years, Head Start and Early Head Start has experienced tremendous growth in all areas of service delivery. Consequently, programs seek quality products and services to meet their present and emerging needs. RIVHSA seeks partnerships that can help to offset the increased resources needed to be innovative and effective.

PARTNERS IN PUBLIC POLICY

RIVHSA is committed to telling our collective story in a compelling manner to achieve results in shaping public policy that impacts the Head Start community. Our partners remain abreast of current public policy issues and learn how to be a change agent.

PARTNERS IN PROFESSIONAL DEVELOPMENT

RIVHSA offers training opportunities that support federal regulations and policies, and strengthen program administration, staff development, parent involvement, and community partnership. We collaborate with our partners to provide quality learning experiences addressing key issues, initiatives, and best practices.

CORPORATE SPONSOR BENEFITS

The sponsorship year is valid for the period of October 1 – September 30. Our corporate sponsorship program is a powerful tool for expanding and strengthening customer networks through partnerships that support quality, advocacy, and professional development.

EXPERIENCE THE VALUE OF SPONSORSHIP

- Increase visibility and customer loyalty with a targeted audience
- Exclusive invitation to our summer and fall conferences with a complimentary display table in exhibit area
- Recognition on our website, event signage and print materials, electronic alerts and newsletters, as well as in our annual report
- Enrollment in the RIVHSA Marketplace, a one-stop resource for programs to find standard discounts from our corporate members
- Policy and legislative alerts as well as regional updates
- The opportunity to expand professional networks and strengthen your voice as an advocate at the regional and national level

SPONSORSHIP PACKAGES

There are many advantages of sponsorship, and our program allows you to customize a package that fits your marketing budget and goals. Customize your package today and unleash opportunities to grow your business.

CUSTOMIZE YOUR SPONSORSHIP PACKAGE

RIVHSA offers unique branding packages designed to get your message in front of thousands of Head Start/Early Head Start leaders before, during, and after our events.

| Sponsorship Year: October 1 – September 30 | FEBRUARY |
|--|----------|
| ANNUAL CONFERENCE – FEBRUARY ONLY | |
| Premium 10x10 exhibit space ▶ \$500 ea <i>Priority selection for exhibit space by level and purchase date.</i> | |
| General conference registration ▶ \$125 ea <i>Includes general sessions, concurrent workshops, and welcome reception.</i> | |
| Awards Gala Sponsorship (\$500 minimum) ▶ Specify \$ _____ <i>Includes recognition on event branding and print materials. Limited opportunities. Contact RIVHSA for availability.</i> | |
| ___1 Event Tickets ▶ \$85 ea | |
| ___2 Event Program | |
| ___3 Plaques/Trophies | |
| ___4 Honorariums for Award Recipients | |
| ___5 Honorariums for Scholarship Recipients | |
| ___6 Entertainment | |
| TOTAL – THIS SECTION | |

| Sponsorship Year: October 1 – September 30 | FEBRUARY | JUNE | SEPTEMBER |
|---|----------|------|-----------|
| ALL CONFERENCES: FEBRUARY, JUNE, SEPTEMBER | | | |
| Mobile App Sponsorship (\$3500 minimum) ▶ Specify \$ _____ <i>Exclusive branding on event app. Contact RIVHSA for availability.</i> | | | |
| Event Sponsorship (\$500 minimum) ▶ Specify \$ _____ <i>Includes recognition on event branding and print materials. Contact RIVHSA for availability.</i> | | | |
| • General Sessions [Keynote Speaker, Audio/Visual] | | | |
| • Stand Up for Head Start Fundraiser [Prizes, Tickets] | | | |
| • Lanyards with logo placement [Registration ID Badge] | | | |
| • Conference Tote with logo placement | | | |
| • Tote Insert [1 single item only] | | | |
| • Morning and/or Afternoon Breaks | | | |
| • Public Policy Luncheon | | | |
| ___1 Event Tickets ▶ \$85 ea | | | |
| ___2 Keynote Speaker, Audio/Visual | | | |
| Leadership Luncheon [Keynote Speaker, Audio/Visual] | | | |
| ___3 Event Tickets ▶ \$85 ea | | | |
| ___4 Keynote Speaker, Audio/Visual | | | |
| TOTAL – THIS SECTION | | | |

CUSTOMIZE YOUR SPONSORSHIP PACKAGE

| Sponsorship Year: October 1 – September 30 | FEBRUARY | JUNE | SEPTEMBER |
|--|----------|------|-----------|
| PRINT AD SPACE: FEBRUARY, JUNE, SEPTEMBER | | | |
| Vendor Directory (\$250 minimum) ▶ Specify \$ _____ <i>Published for each event. Contact RIVHSA for availability.</i> | | | |
| COLOR | | | |
| INSIDE-FRONT Cover color [page 1] ▶ \$1000 | | | |
| Opposite INSIDE-FRONT color [page 2] ▶ \$1000 | | | |
| BACK Cover color ▶ \$1000 | | | |
| INSIDE-BACK Cover color ▶ \$1000 | | | |
| Opposite INSIDE-BACK color ▶ \$1000 | | | |
| Full-page color ▶ \$750 | | | |
| Half-page color ▶ \$375 | | | |
| BLACK/WHITE | | | |
| Full-page black/white ▶ \$500 | | | |
| Half-page black/white ▶ \$250 | | | |
| TOTAL – THIS SECTION | | | |

| Sponsorship Year: October 1 – September 30 | WEBSITE |
|--|---------|
| ELECTRONIC AD SPACE | |
| Logo with link enabled ▶ \$500 | |
| TOTAL – THIS SECTION | |

| Sponsorship Year: October 1 – September 30 | PRESIDENTIAL \$15K+ | PLATINUM \$10K+ | GOLD \$5K+ | SILVER \$1K+ |
|--|------------------------|--------------------|---------------|-----------------|
| GRAND TOTAL DUE | | | | |

ABOUT OUR EVENTS

SPECIFIC EVENT DATES TO BE RELEASED SOON

Information is subject to change

ANNUAL TRAINING CONFERENCE & EXPO | FEBRUARY 2020 – ATLANTA, GA

Each year, hundreds of Head Start professionals, parents, and community partners convene at our annual training conference, the premier professional development event for the regional Head Start community. These participants seek to expand their networks, knowledge, and leadership capacity. The conference provides opportunities for participants to connect with colleagues, gain insight from noted keynote and plenary speakers, and attend educational sessions addressing key issues, quality initiatives, and best practices. This training experience attracts executive and mid-level management, members of governing bodies, direct service staff, as well as parents and community partners.

LEADERSHIP SUMMIT | JUNE 2020 – ATLANTA, GA

Emerging and seasoned Head Start and Early Head Start leaders from all sectors of management convene at our leadership summit to expand their understanding and application of quality initiatives and best practices in the areas of program design and management, program governance, human resource management, and financial operations. This event is ideal for organizations committed to harnessing the power of teams. Grantees are encouraged to register as an organizational team: Executive Director, Head Start Director, Fiscal Officer, Content Area Managers, Board and Policy Council Chairs/Members, as well as other key staff who hold a position of responsibility and accountability. This event is not open to all companies and organizations for participation and exhibition; invitations are restricted to corporate sponsors only. This is an exclusive opportunity for sponsors to network with Head Start and Early Head Start leadership from across the southeast.

EARLY HEAD START INSTITUTE | SEPTEMBER 2020 – ATLANTA, GA

A child's growth and development are influenced by many social, economic, biological and environmental factors. The traditional African proverb, "It takes a village to raise a child", emphasizes the significance of creating a comprehensive circle of influence to magnify the opportunities and offset the challenges encountered by young children and their families. Now, more than ever, this circle must continuously widen to connect valuable resources, engage key partners as well as embrace cutting-edge ideas and strategies in order to remain impactful. The Early Head Start Institute brings together diverse audiences of emerging and seasoned professionals, parents and partners who share a commitment to sharing experiences, nurturing young children, deepening practices, engaging families and strengthening communities. Join us at this network-specific conference to expand your understanding and application of key frameworks, quality initiatives and best practices regarding the care and development of expectant mothers, infants and toddlers. A strong organizational team is a powerful mechanism for getting results and managing change. Grantees are encouraged to register as an organizational team: Executive Director, Early Head Start Director, EHS-Child Care Partnership Administrator, Fiscal Officer, Content Area Managers, Child Care Partners, Board and Policy Council Chairs/Members, current parents, as well as key staff who hold a position of responsibility and accountability.

FEATURED BRANDING OPPORTUNITIES – SPECIFIC EVENTS ONLY

PREMIUM EXHIBIT BOOTH | FEBRUARY 2020 – ATLANTA, GA

Reach your target audience! Our expo center offers your firm time to build value-oriented business relationships with regional Head Start/Early Head Start decision-makers in the largest region in the country. This 2.5-day trade show floor provides you with an unprecedented opportunity to maximize your time and meet with current and potential clients. Take advantage of opportunities to enhance your experience with the purchase of 10x10 booth space, enhancements, and much more!

AWARDS GALA: CELEBRATING HEAD START HEROES | FEBRUARY 2020 – ATLANTA, GA

Join us on this festive occasion to celebrate the outstanding contributions and achievements of individuals, programs, and organizations throughout our region. The awards celebration is held in conjunction with the annual conference and is open to registered attendees or event ticket holders. Interested in being an event sponsor? Take advantage of multiple sponsorship opportunities ranging from the printed program to plaques to honorariums for award and scholarship recipients.

PUBLIC POLICY LUNCHEON | FEBRUARY 2020 & JUNE 2020 – ATLANTA, GA

The Public Policy Luncheon, held in conjunction with the Annual Conference and Leadership Summit, features political, civic and opinion leaders from across the country who are committed to promoting sound and innovative policy solutions. This event attracts executive and mid-level management, members of governing bodies, and any individual seeking to remain abreast of policy issues impacting the Head Start/Early Head Start community. Sponsorship includes: signage and event program recognition, company acknowledgement during opening remarks, five minutes of speaking time, placement of promotional materials on event seats. When used effectively, this tool can drive exhibit traffic.

LEADERSHIP LUNCHEON | SEPTEMBER 2020 – ATLANTA, GA

The Leadership Luncheon, held in conjunction with the Early Head Start Institute, serves as an arena for spotlighting trends, defining emerging issues, and improving the knowledge base for effective decision making. This event attracts executive and mid-level management, members of governing bodies, and any individual seeking to remain abreast of policy issues impacting the Head Start/Early Head Start community. Sponsorship includes: signage and event program recognition, company acknowledgement during opening remarks, five minutes of speaking time, placement of promotional materials on event seats. When used effectively, this tool can drive exhibit traffic.

FEATURED BRANDING OPPORTUNITIES – ALL EVENTS

CONFERENCE TOTE

How would you like to see your logo all over the conference? This portable marketing opportunity will showcase your company's logo on hundreds of tote bags. Not only will attendees become familiar with your name and image, but they will take these bags back to their agency for continued exposure.

GENERAL SESSION

Be the biggest sponsor on our biggest stage! Our general sessions are open to all conference attendees. These sessions are held daily during the event and feature prominent speakers addressing trending critical issues. Your firm will have maximum exposure at one of the most attended sessions at the event. Sponsorship includes: signage and event program recognition, company acknowledgement during opening remarks, five minutes of speaking time, placement of promotional materials on event seats. When used effectively, this tool can drive exhibit traffic.

LANYARDS

Get your logo into the hands and around the necks of all attendees. These customized lanyards will not only suspend their event identification badge but also showcase your company logo and name.

MOBILE EVENT APP

From real-time event updates to bookmarking event details and exposition information, attendees can use their favorite mobile device to navigate our event as well as more easily manage their time and energy. The mobile event app has become a pillar of our event experience. The event app allows attendees to more effectively network, keeps everyone aware of the latest event updates, creates deeper participation with customizable features, and results in positive event ROI. Interested in being a mobile app sponsor? There are a limited number of opportunities for this sponsorship item which features exclusive app branding.

MORNING/AFTERNOON BREAKS

Refreshment breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Sponsorship of one of the refreshment breaks allows you to put your name and brand in full view of our attendees. Sponsors have the opportunity to provide cups and/or napkins with their company logo (costs incurred are the responsibility of the sponsor). Sponsorship includes signage and event program recognition.

STAND UP FOR HEAD START FUNDRAISER

Fundraising is fundamental to our work to affect legislation and official policies impacting Head Start children, families, staff, and communities. The fundraiser proceeds benefit our Child Advocacy Fund (CAF) campaign which supports RIVHSA's advocacy activities at the regional and national level. All campaign proceeds are used to support advocacy activities not association operating budgets. Sponsorship includes: signage, ticket and event program recognition, company acknowledgement during opening remarks prior to drawing, and five minutes of speaking time. When used effectively, this tool can drive exhibit traffic.

TOTE INSERT

Let us drop a sample, special offer or catalog featuring your products and services into our tote bag to drive traffic to your exhibit and/or website. Materials are limited to a single item (i.e. 1 sheet of paper or 1 catalog) and the specified quantity must be shipped to RIVHSA insert-ready.

VENDOR DIRECTORY

The RIVHSA Vendor Directory is a comprehensive guide that provides event attendees with key contact information for all corporate sponsors as well as event partners/exhibitors when seeking solutions to run successful organizations. Want to stand out from the crowd? Take advantage of direct advertising opportunities.

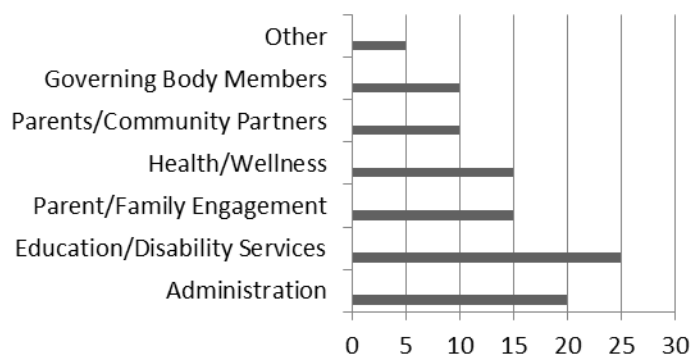
EXHIBITOR & ADVERTISER PROSPECTUS

Our annual conference is the perfect place to join our regional community of HS/EHS professionals, parents, and partners. Come, be a part of our lively exhibit marketplace frequented by conference participants seeking a diversity of products, resources and services showcased in one convenient location. The event also offers advertising opportunities in the program book.

TARGET AUDIENCE

RIVHSA encourages all individuals committed to improving the lives of HS/EHS children and families to participate in our event. The attendees include HS/EHS administrators, managers, practitioners, educators, center-based staff, governing body members, parents and community partners, as well as affiliate representatives and regional partners.

Chart: Attendance by Percentage for Categories



WHY ADVERTISE?

Our conference program is an effective marketing tool to prompt more than 1,200 professionals from the Head Start and early childhood development community to stop by your exhibit booth, visit your website, or contact company representatives. Advertising rates start as low as \$250 (half page; black/white). Take advantage of this opportunity to:

- Build visibility in the regional HS/EHS community.
- Gain access to more than 1000 HS/EHS professionals, parents and partners in a single venue.
- Promote and sell your products and/or services.

WHO SHOULD EXHIBIT

The majority of organizations and companies that exhibit at our event offer products and/or services which focus primarily in the areas of early childhood education, parent and family engagement, health and wellness, professional

development, program operation and management, as well as technology and research.

WHY EXHIBIT?

This event is an excellent opportunity to:

- Build visibility in the regional HS/EHS community.
- Gain access to more than 1000 HS/EHS professionals, parents and partners in a single venue.
- Demonstrate, promote, and sell your products and/or services.

EXHIBITOR & PRESENTER ADVISEMENT

RIVHSA encourages the exchange of diverse opinion at our conferences. Thus, the acceptance of advertising or exhibitors does not imply endorsement of products or services by RIVHSA.

EXHIBIT FEATURES

- Site of many of the conference attractions such as exhibit bingo, welcome reception, and beverage breaks.
- Educational sessions conveniently located close to exhibit marketplace.
- Exhibitor Directory in the conference program includes contact information for each exhibitor.
- There is no limit to the number of spaces that can be purchased.
- Exhibitors have access to general and breakout sessions except those that require additional fees.

GENERAL INFORMATION

- 80% of booth spaces are sold by mid-November.
- Space sold on a first-come, first-paid basis.
- Corporate sponsors select from premium booth spaces in order of their sponsorship level and amount of contribution.
- An individual booth (\$400) measures 10 feet by 10 feet and includes high back drapes, draped side rails, skirted table with two chairs, wastebasket, and a sign identifying your company as well as sponsorship level and/or sponsored event.
- For additional fees, exhibitors may customize your booth by adding power, internet connection, etc.

THANK YOU 2018-19 CORPORATE SPONSORS

RIVHSA thanks the following sponsors for their generous support during the previous year.

By becoming a corporate sponsor, these organizations have shown a vested interest in RIVHSA and our members.

PRESIDENTIAL LEVEL | \$15,000+

Living Visions Audio Visual

Sheraton Atlanta Hotel

PLATINUM LEVEL | \$10,000+

A & E Office Machines, Inc.

GOLD LEVEL | \$5000+

Kaplan Early Learning Company

Owens Burton Consulting

The Gravely Group

Zono Services LLC



SILVER LEVEL | \$1000+

CCR Analytics
 ChildPlus Software
 Constructive Playthings
 Devereux Center for Resilient Children
 Discount School Supply
 Diaper Connect LLC
 Duscha Management
 Early Education Ventures
 Freeman Decorating Company
 Frog Street LLC
 Irly Bird
 KAS Health Consultants
 Lakeshore Learning Materials
 LENA
 New Ventures Educational Services
 PNP Playgrounds with a Purpose

ProSolutions Training
 PureFUN!
 ReadyRosie
 Scholastic, Inc.
 School Outfitters LLC
 SMART Learning
 Teaching Strategies
 The Fiscal Institute LLC
 The Private Client Law Group, P.C.
 Tony Moor Speaks
 Training/Technical Assistance at WKU
 Turenne PharMedCo, Inc.
 Univerit Total Management Suite
 Waterford.org/UPSTART
 WellCare Health Plans, Inc.

CORPORATE SPONSORSHIP APPLICATION

COMPANY INFORMATION

| | | | | | |
|-----------------|--|-------|--------|----------|--|
| NAME | | | | | |
| CONTACT PERSON | | | | | |
| POSITION TITLE | | | | | |
| MAILING ADDRESS | | | | | |
| CITY | | STATE | | ZIP CODE | |
| TELEPHONE | | | MOBILE | | |
| E-MAIL | | | FAX | | |

SPONSORSHIP & FEE STRUCTURE

| SELECT X | LEVEL | AMOUNT DUE |
|-------------|--------------|------------|
| | PRESIDENTIAL | |
| | PLATINUM | |
| | GOLD | |
| | SILVER | |

SPONSORSHIP FEES ARE NON-REFUNDABLE.

ACTIVATE TODAY

- **ON-LINE** at www.rivhsa.org
- **FAX** forms and purchase order to 770.696.2768 (Do not mail original)
- **MAIL** forms with agency check, cashier's check, or purchase order to:

Region IV Head Start Association, Inc.
Attn: Corporate Sponsorship
Post Office Box 1049
Snellville, Georgia 30078

Questions? Contact Member Services at 770.490.9198

| |
|---|
| FOR RIVHSA USE: Date: ____/____/____ Amount \$ _____ Check# _____ PO# _____ \$20 |
|---|