

## 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	<b>FEBRUARY</b>
<b>ANNUAL CONFERENCE – FEBRUARY ONLY</b>	
<b>Expo Plan (\$525 minimum) ▶ Enter sub-total this category below:</b>	
<i>Our lively expo center features attractions such as an evening networking reception, morning/afternoon breaks, charging station, and games to encourage attendee traffic. These features are also complemented by designated breaks during the daily schedule to drive attendee traffic. Priority selection for exhibit space by level and purchase date. Includes print/digital branding opportunities. Opportunities are limited; Contact RIVHSA for availability.</i>	
<ul style="list-style-type: none"> <li>• <b>Standard 8x10 exhibit space ▶ \$525 ea</b>  <i>The plan includes: (1) 8’x10’ booth in a <u>moderate</u> traffic area with 8’ high back wall, 3’ high side drape, a 6’ x 30” draped table, 2 chairs, wastebasket, 1-line company ID 7”x44” sign, and 1-line sponsorship tier 7”x44” sign. Other package features include: 2 Expo Center only passes, 50% discount on 2<sup>nd</sup> convention registration, Real-time attendee access with mobile app, Print and digital exhibitor directory listing (e.g. company name and logo, booth number, contact information, as well as 1 single-sided PDF upload and hyperlink to mobile app).</i> </li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Deluxe 8x10 exhibit space ▶ \$575 ea</b>  <i>The plan includes: (1) 8’x10’ booth in a <u>high</u> traffic area with 8’ high back wall, 3’ high side drape, a 6’ x 30” draped table, 2 chairs, wastebasket, 1-line company ID 7”x44” sign, and 1-line sponsorship tier 7”x44” sign. Other plan features include: (2) Expo Center only passes; (1) full convention registration; 50% discount on additional convention registration; Real-time attendee access with mobile app; Print and digital exhibitor directory listing (e.g. company name and logo, booth number, contact information, (2) single-sided PDF upload and hyperlink to mobile app).</i> </li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Premium 10x10 exhibit space ▶ \$625 ea</b>  <i>The plan includes: (1) 10’x10’ booth in a <u>high</u> traffic area with 8’ high back wall, 3’ high side drape, a 6’ x 30” draped table, 2 chairs, wastebasket, 1-line company ID 7”x44” sign, and 1-line sponsorship tier 7”x44” sign. Other plan features include: (2) Expo Center only passes; (1) full convention registration; 50% discount on additional convention registration; Real-time attendee access with mobile app; Print and digital exhibitor directory listing (e.g. company name and logo, booth number, contact information, (2) single-sided PDF upload and hyperlink to mobile app).</i> </li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Mobile Charging Station ▶ \$625</b>  <i>Connected to premium booth.</i> </li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Tote Insert (1 single item) ▶ \$500</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Discounted General Conference Registration ▶ \$237.50</b>  <i>Includes general admission sessions and events.</i> </li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Public Policy Ticket ▶ \$100/ea</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Awards Gala Ticket ▶ \$100/ea</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Video Upload to Mobile App Exhibitor Directory ▶ \$80/file (less than 5 GB)</b></li> </ul>	
<b>SUB-TOTAL</b>	
<b>Awards Gala Sponsor (\$500 minimum) ▶ Enter sub-total this category below:</b>	
<i>Includes print/digital branding opportunities. Opportunities are limited; Contact RIVHSA for availability.</i>	
<ul style="list-style-type: none"> <li>• <b>Event Program</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Plaques/Trophies</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Honorariums for Award Recipients</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Honorariums for Scholarship Recipients</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Entertainment</b></li> </ul>	
<b>SUB-TOTAL</b>	
<b>TOTAL – THIS SECTION</b>	

## CUSTOMIZE YOUR SPONSORSHIP PACKAGE

Sponsorship Year: October 1 – September 30	FEBRUARY	JUNE	SEPTEMBER
<b>ALL CONFERENCES: FEBRUARY, JUNE, SEPTEMBER</b>			
<b>Event/Activity Sponsor</b> (Price or minimum noted) ▶ Enter sub-total this category below: <i>Includes print/digital branding opportunities. Opportunities are limited; Contact RIVHSA for availability.</i>			
• Stand Up for Head Start Fundraiser [Prizes, Tickets] ▶ \$500 minimum			
• Tote Insert [1 single item only] ▶ \$500			
• Mobile Charging Station ▶ \$625			
• General Sessions [Speaker, Audio/Visual] ▶ \$1000 minimum			
• Morning and/or Afternoon Breaks ▶ \$1000 minimum			
• Public Policy Luncheon [Speaker, Audio/Visual] ▶ \$1000 minimum			
• Mobile App ▶ \$1500 minimum			
• Name Badge with logo placement ▶ \$1500 minimum			
• Badge Lanyards with logo placement ▶ \$1500 minimum			
• Conference Tote with logo placement ▶ \$1500 minimum			
• Sanitizing Kits with logo placement ▶ \$1500 minimum			
<b>Print Ad Space</b> (\$250 minimum) ▶ Enter sub-total this category below: <i>Opportunities are limited; Contact RIVHSA for availability.</i>			
<b>BLACK/WHITE</b>			
• Half-page (8.5Wx5.5H) ▶ \$250			
• Full-page (8.5Wx11H) ▶ \$500			
<b>COLOR</b>			
• Half-page (8.5Wx5.5H) ▶ \$375			
• Full-page (8.5Wx11H) ▶ \$750			
• Full-page (8.5Wx11H): Opposite INSIDE-FRONT cover ▶ \$1000			
• Full-page (8.5Wx11H): Opposite INSIDE-BACK cover ▶ \$1000			
<b>COVERS</b>			
• Cover color (8.5Wx11H): INSIDE-FRONT ▶ \$1000			
• Cover color (8.5Wx11H): INSIDE-BACK ▶ \$1000			
• Cover color (8.5Wx11H): BACK ▶ \$1000			
<b>TOTAL – THIS SECTION</b>			

<b>Website Placement</b> (\$500 minimum) ▶ Enter sub-total this category below: <i>Opportunities are limited; Contact RIVHSA for availability.</i>	
Logo with link enabled ▶ \$500	
<b>TOTAL – THIS SECTION</b>	

Sponsorship Year: October 1 – September 30	PRESIDENTIAL \$15K+	PLATINUM \$10K+	GOLD \$5K+	SILVER \$1K+
<b>GRAND TOTAL DUE</b>				

**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	GRAND TOTAL AMOUNT DUE
	PRESIDENTIAL	
	PLATINUM	
	GOLD	
	SILVER	

**SPONSORSHIP FEES ARE NON-REFUNDABLE.**

**ACTIVATE TODAY**

- **ON-LINE** at [www.rivhsa.org](http://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
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## ABOUT OUR EVENTS

### SPECIFIC EVENT DATES TO BE RELEASED SOON

*Information is subject to change*

#### **ANNUAL TRAINING CONFERENCE & EXPO | FEBRUARY – 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 – 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. 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, 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 – ATLANTA, GA**

The first 1,300 days of life – from conception to age three – open a critical window of opportunity. During this period, children’s brains can form 1,000 neural connections every second – a once in a lifetime pace never matched again – and these connections are the building blocks of every child’s future. RIVHSA’s Early Head Start Institute (EHSI) brings together emerging and seasoned professionals, parents and partners to explore research and best practices that focus on this critical period to develop a child’s full potential and shape key academic, social, and cognitive skills that determine a child’s success in school and in life. 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

### **AWARDS GALA: CELEBRATING HEAD START HEROES | FEBRUARY**

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.

### **CHARGING STATION | FEBRUARY, JUNE, SEPTEMBER**

Our charging station for mobile devices will make your firm the hero at your next event! The unit is located adjacent to your premium exhibit booth to increase attendee traffic.

### **CONFERENCE TOTE | FEBRUARY, JUNE, SEPTEMBER**

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 | FEBRUARY, JUNE, SEPTEMBER**

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 | FEBRUARY, JUNE, SEPTEMBER**

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 | FEBRUARY, JUNE, SEPTEMBER**

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 | FEBRUARY, JUNE, SEPTEMBER**

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.

### **NAME BADGE | FEBRUARY, JUNE, SEPTEMBER**

Our customized name badge with logo placement will not only assist with attendee identification but also elevate your brand.

### **PREMIUM EXHIBIT BOOTH | FEBRUARY**

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!

## FEATURED BRANDING OPPORTUNITIES – ALL EVENTS

### **PUBLIC POLICY LUNCHEON | FEBRUARY, JUNE, SEPTEMBER**

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.

### **SANITIZING KITS | FEBRUARY, JUNE, SEPTEMBER**

The health and safety of all participants - attendees, speakers, exhibitors, and staff - is our top priority. Sanitizing kits are a wonderful giveaway to encourage healthy practices at the event while reminding attendees of your brand. A kit is given to each attendee.

### **STAND UP FOR HEAD START FUNDRAISER | FEBRUARY, JUNE, SEPTEMBER**

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 | FEBRUARY, JUNE, SEPTEMBER**

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.

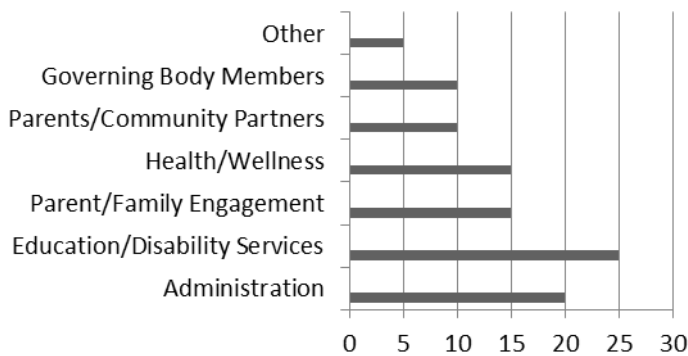
## EXHIBITOR & ADVERTISER PROSPECTUS

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.