

January 1, 2018

Dear Sir/Madam,

As a partner concerned about the healthy and positive development of our youngest citizens, we **invite you to be a sponsor of the 3rd Annual Child Care and Early Childhood Education Business Summit**. This event will be hosted on June 1st, 2018 at the Four Points by Sheraton in Richmond, Virginia.

Child Care Aware® of Virginia (CCAoVA) is a 501(c)(3) nonprofit organization *that strives to increase the accessibility, availability, and quality of child care in Virginia*. We improve child care in Virginia by developing the child care workforce, maintaining comprehensive child care data, empowering families through education, and advocating for Virginia's children. Child care providers play an important role in Virginia's economy, so we take our job seriously:

- ✓ Over 395,000 Virginia children under age six need child care while their parents work (2015 U.S. Census Bureau data).
- ✓ Employees with access to dependable, quality child care report increased attendance, greater productivity and higher job stability.
- ✓ Employers benefit from increased worker productivity and worker retention.
- ✓ Evidence shows that during a child's first five years of life, their learning environment predicts both success in school and in their adult years. Becoming a responsible adult citizen and productive worker starts early!
- ✓ Improved school readiness prepares the workforce of the future.

Our Business Summit has been a huge success the last two years, **drawing and educating over 200 professionals each year**. This year, we plan to offer at least 12 business development training workshops to help child care practitioners meet the challenges and costs related to offering high-quality programs. Our workshops will include topics on risk management, marketing, finance, human resources, staff leadership development, and more! **With your support, we can equip child care providers with the tools for success as they provide quality education, health, and safety to thousands of Virginia's children in child care each day.**

Would you be willing to sponsor our event and continue supporting the hardworking child care professionals in Virginia? Please consider a donation of \$5,000, \$2,500, or \$1,000. High-quality care is dependent on many factors, including efficient business operations by child care providers, strong support systems like the technical support and professional development we provide, and *your contribution*.

Attached you will find a full description of each level of sponsorship to help you choose which best fits your organization. **Our children, families, and child care professionals thank you for your support!**

Sincerely,

Kimberly Brickhouse
Director of Support Services

SPONSORSHIP BENEFITS

PLATINUM
\$5,000

GOLD
\$2,500

SILVER
\$1,000

BRONZE
UP TO \$1000

	PLATINUM	GOLD	SILVER	BRONZE
PRE-EVENT RECOGNITION				
Website Presence	●	●	●	●
Social Media Promotion	●	●	●	
Event Flyer	●	●		
Press Release	●			
ON-SITE RECOGNITION				
Corporate Item in Bags	●	●	●	●
Logo on Event Program	●	●	●	●
Table Top Display	●	●	●	
Logo on Event Map	●	●		
Brand Table at Entrance	●			
POST-EVENT RECOGNITION				
Next Year's Sponsor Package	●	●	●	●
CCAoVA Newsletter	●	●	●	●
2018 Annual Report	●	●	●	
Thank You Email Blast	●	●		
Outgoing Press Release	●			

Sponsors will receive a variety of benefits according to their sponsorship level. As seen above, a Platinum sponsor will receive the full benefits of brand exposure. These benefits include being featured:

- On pre-event advertisements, including social media promotions, event flyers (email and physical), a pre-event press release, and the CCAoVA website event page
- During the event, with a brand table at the entrance, your logo on the program and map, a tabletop display, and the option to add a corporate item in gift bags
- On post-event communications, including the thank you email blast, quarterly provider newsletter, a post-event press release, our 2018 annual report, and next year's sponsorship package

Please join us in showing your appreciation for all of the hard-working, dedicated child care professionals who work tirelessly to provide quality child care for Virginia's youngest citizens.

A sponsorship agreement is included on the next page.

Yes! I care about the future of our children and our workforce. I would like to help sponsor CCAoVA's 3rd Annual Child Care and Early Childhood Education Business Summit.

Donation Amount:

- Platinum \$5,000+
- Gold \$2,500+

- Silver \$1,000+
- Bronze \$1000 or less

I would like to donate \$ _____ to support the business acumen of Virginia child care professionals.

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please direct any questions to Kimberly Brickhouse at KimberlyB@va.childcareaware.org.

Applications and payments can be completed via our [online form](#) or mailed to:

Child Care Aware of Virginia
ATTN: Kimberly Brickhouse
804 Moorefield Park Drive, Suite 101
Richmond, VA 23236

Special thanks to the sponsors of last year's 2nd Annual Child Care and Early Childhood Education Business Summit:



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES



THE SOHO CENTER