

# SPONSORSHIP PACKAGE



## ABOUT THE CONFERENCE

For over 30 years, the Children the Heart of the Matter Conference has welcomed over 400 early learning and child care professionals for a weekend of learning. Our conference offers a series of speakers, workshops, and keynote sessions about early childhood development, diversity, inclusion, and other topics of interest to those in the early learning and child care field. The conference is held each year in the Winter season, in Surrey, BC.

## CONNECT WITH THE COMMUNITY

This is a unique opportunity for you to showcase your business. The conference has developed an impressive professional reputation over the years. The participants who are attracted to this conference are among the future leaders in the field of early care and learning.

Our conference provides unique, high caliber training that encourages the attendance of professionals from a wide demographic across the province and beyond.

## EXPOSURE FOR YOUR COMPANY

Children the Heart of the Matter targets sponsors whose product or services will aid delegates to succeed in their future endeavors and embraces the philosophies of BC's Early Learning Framework. As a sponsor, your company's information will be conveyed to a wide demographic of early childhood service providers and parents. Sponsorship of the conference demonstrates a level of commitment and support for our community that will be openly displayed and widely acknowledged.



Invest in your community, invest in the future

## SPONSORSHIP BENEFITS

	TIER 1 \$1000+	TIER 2 \$500+
• Sponsor-supplied brochures/flyers in delegate bags	•	•
• Logo and link to sponsor website on conference page	Large Logo	Small Logo
• Customized social media post on Child Care Options CCRR accounts	•	
• Mention in general sponsorship social media post on Child Care Options CCRR accounts	•	•
• Sponsorship acknowledgement in Child Care Options CCRR E- bulletin (approximately 2,700 subscribers)	•	•
• Complimentary Marketplace table	•	
• Virtual sponsorship booth on our conference portal for online attendees	•	
• Complimentary 2-day conference registration	2	
• Ad in conference program (see below for size information)	1/2 page	1/4 page

## OTHER WAYS TO SUPPORT OUR CONFERENCE

### ADVERTISING IN THE CONFERENCE PROGRAM

The conference program will be circulated to all who attend the conference, including participants, presenters, marketplace vendors, and staff. We request that ads be submitted in grayscale, and submissions must be maximum resolution, high quality JPEG, PNG, or PDF format, at or above 300dpi when 100% size.

Ad size	Dimensions Wide x Tall	Cost
Full page	6.5" x 8"	\$400
1/2 page	6.5" x 4"	\$200
1/4 page	3.25" x 4"	\$100

### IN-KIND DONATIONS

We welcome businesses and organizations to contribute meaningful and appropriate in-kind donations for inclusion in our delegate packages. Items might include pens, lanyards, notepads, or other branded materials that would be useful and engaging for participants. In-kind donations valued at \$500 or more will be recognized with Sponsor status. This is an excellent opportunity to showcase your products and increase brand visibility among conference attendees. It is especially well-suited for organizations that may not be able to provide financial sponsorship but still wish to contribute and connect with our community.

Please note that all in-kind donation requests are reviewed by the conference committee to ensure alignment with the interests and needs of our participants.

Contact us for more information:

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[childcareoptions.ca](http://childcareoptions.ca)