



## 2024 NORTH CAROLINA HEAD START ASSOCIATION SPONSORSHIP FORM

### ABOUT NCHSA

The North Carolina Head Start Association (NCHSA), founded in the 1970's is a private, not-for-profit membership organizations 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. Head Start promotes the school readiness of children from birth to age five from low-income families by enhancing their cognitive, social, and emotional development. Head Start programs provide a learning environment. Head Start emphasizes the role of parents as their child's first and most important teacher. These programs help build relationships with families that support family well-being and many other important areas. Many Head Start programs provide Early Head Start, which serves infants, toddlers, and pregnant women and their Families who have income below Federal poverty level. Our vision is a state where young children who are economically and socially disadvantaged begin their formal education ready and resilient.

The North Carolina Head Start Association (NCHSA) invites you to submit an application for sponsorship for one or of our training events. Our conferences provide the perfect opportunity to connect with colleagues and gain insight from noted speakers and knowledgeable presenters addressing key issues, quality initiatives, and best practices.

## WHY CORPORATE SPONSORS?

Becoming a corporate sponsor shows a vested interest in NCHSA 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. NCHSA seeks partnerships that can help to offset the increased resources needed to be innovative and effective.

### PARTNERS IN PUBLIC POLICY

NCHSA 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

NCHSA 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 from February-November of each year. Our corporate sponsorship program is a powerful tool to expand and strengthen customer service networks to support quality, advocacy, and professional development. These areas are key to enhancing our programs each day.

### 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, newsletters, and social media platforms.
- Enrollment in the NCHSA Marketplace, a one-stop resource for programs to find standard discounts from our corporate members
- Policy and legislative alerts
- The opportunity to expand professional networks and strengthen your voice as an advocate at the state



## 2024 SPONSORSHIP LEVELS

There are many advantages of sponsorship, and our program allows you to customize a package that will fit your marketing budget and goals. Customize your package today and open the door to opportunities to grow your business

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### *Exhibitor Sponsor: \$1,000*



1 table, logo placement and link on our website, visibility in the program booklet, signage recognizing exhibitor sponsorship, email blasts and social media acknowledgment, and sponsorship level recognition from the main stage.

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### *Bronze Sponsor: \$3,000*



2 table (8x8) exhibitor space, 1/4 page ad in the program booklet, logo placement and link on our website, Premier signage recognizing bronze level sponsorship, email blasts and social media acknowledgment, 2 tickets to Awards Banquet, and sponsorship level recognition from the main stage.

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### *Silver Sponsor: \$6,000*



2 table (8x8) exhibitor space, 1/2 page ad in the program booklet, logo placement and link on our website, Premier signage recognizing silver level sponsorship, email blasts and social media acknowledgment, 3 tickets to Awards Banquet, and sponsorship level recognition from the main stage.

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### *Gold Sponsor: \$10,000*



8x10 exhibitor space, full page ad in both program & awards booklets, logo placement and link on our website for one year, premier signage recognizing Gold Level sponsorship, email blasts and social media acknowledgment, 4 tickets to Awards Banquet, and sponsorship level recognition from the main stage.

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### *Platinum Sponsor: \$15,000*



8x10 exhibitor space, Full Page Ad in both program & awards booklets, Logo placement and link on our website for one year, Premier signage recognizing Platinum Level Sponsorship, email blasts and social media acknowledgment, an opportunity to address the delegation at the welcome reception, 5 tickets to Awards Banquet, and sponsorship level recognition from the main stage.

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**Vendors:** Non-sponsoring vendors may purchase a single table for \$500 and each additional table for \$75.

# 2024 NCHSA CONFERENCES

## **Teacher Institute July 22-23, 2024**

*Hotel Ballast, Wilmington, NC*

The two day Teacher Institute is designed for Early Head Start and Head Start teachers to come together for training around social emotional learning CLASS, coaching, and working with children with challenging behaviors

## **Annual /Family Engagement July 24-26, 2024**

*Hotel Ballast, Wilmington, NC*

This event is the premier professional development gathering for the HS/EHS community, with more than 500 conference attendees are expected each year. The conference features more than 60 educational sessions, exhibit marketplace showcasing resources and products from some of the leading companies in their industry, banquet honoring scholarship and award winners from around the state, and plenty of collaboration time. This training experience is ideal for executive and mid-level management, members of governing bodies, family engagement staff, direct service staff, as well as parents and community partners.

## **Health & Disabilities Institute October 7-8, 2024**

*Cherokee Resort, Cherokee, NC*

This two day institute is designed for Health & Disability managers, teachers, nutrition staff, and safety managers who work with Early or Head Start children.

## **Fiscal/Human Resources Institute October 7-8, 2024**

*Cherokee Resort, Cherokee, NC*

This two day institute is designed for fiscal and human resource personnel who are an integral part of our Head Start organizations.

## **FALL LEADERSHIP/MALE ENGAGEMENT October 9-11, 2024**

*Cherokee Resort, Cherokee, NC*

The purpose of the male engagement conference is to provide a dynamic experience dedicated to the engagement, learning and equipping of men and fathers. Through various forms of delivery dialogue and discussion, the goal of this event is to improve the quality of life for society by building up our communities through the leadership and success of men and fathers. The leadership track will include sessions for leaders, human resources, and fiscal. This conference features more than 40 educational sessions developed to meet the needs of organizational teams: Executive Director, Early Head Start Director, Fiscal Officer, Content Area Managers, Child Care Partners, Board and Policy Council Chairs/ Members, Male Engagement Coordinators, Family Advocates as well as other key staff who hold a position of responsibility and accountability.



## CUSTOMIZE YOUR SPONSORSHIP PACKAGE

Sponsorship Year January-December		<i>Teacher Institute</i>	<i>Annual Family Engagement</i>	<i>Health &amp; Disabilities Institute</i>	<i>Fiscal &amp; Human Resources Institute</i>	<i>Male Engagement</i>
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Event/Activity Sponsor (Price or minimum noted) Enter sub-total this category

Website Placement (logo with link enabled) \$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1 Vendor Table \$500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2 Vendor Tables \$575	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Door Prizes \$600 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tote Insert (1 single item only) \$800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Welcome Reception \$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
General Session Speakers \$1,000 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Morning/Afternoon Breaks \$1,000 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Director's Luncheon \$1,000 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mobile App \$1,500 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Keynote Speakers \$1,500 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Conference Backpacks \$1,500 minimum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Conference Backpack Items \$1,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

TOTAL AMOUNT DUE:	PLATINUM \$15,000 +	GOLD \$10,000 +	SILVER \$6,000 +	BRONZE \$3,000 +

If you require electricity for your booth there will be an additional charge paid directly to the event venue.

# CORPORATE SPONSORSHIP APPLICATION

## COMPANY INFORMATION

COMPANY NAME	
CONTACT PERSON	
POSITION TITLE	
MAILING ADDRESS	
CITY/STATE/ZIP CODE	
TELEPHONE	
EMAIL	

## SPONSORSHIP FEE STRUCTURE

SELECT LEVEL BASED ON TOTAL ABOVE	LEVEL	GRAND TOTAL AMOUNT DUE
	PLATINUM	
	GOLD	
	SILVER	
	BRONZE	

## SPONSORSHIP FEES ARE NON-REFUNDABLE

Submit form electronically to

[christy@new-frame.com](mailto:christy@new-frame.com)

MAIL FORM AND PAYMENT TO

NCHSA  
C/O CHRISTY JONES  
105 KENN MYER DR  
THOMASVILLE, NC 27360

QUESTIONS CONTACT CHRISTY  
336-905-0428 [christy@new-frame.com](mailto:christy@new-frame.com)