



## WECA Virtual Annual Conference: September 29 - October 1, 2022 An Investment in the Early Childhood Workforce & Child Care

Wisconsin Early Childhood Association's Virtual Annual Conference is a key training and professional development opportunity for early childhood educators through informative and engaging keynotes, breakouts and interactive sessions. The event draws hundreds of attendees each year, including those from across the state, country and globe.

WECA continues to receive positive feedback on the virtual format, which began in 2020. It allows the organization to ensure early childhood educators gain valuable learning and professional development experiences, no matter their geographic location or travel considerations.

### 2021 BY THE NUMBERS



**550** Attendees



**27** Live Workshops

**3** Keynotes

**14** On-Demand Sessions



**2** Nature-Inspired  
Events



**3** Virtual Escape  
Room Experiences

### 2021 GLOBAL REACH



**Countries:** United States, Canada, Singapore

**States in the U.S.:** Wisconsin, California, Indiana, Illinois, Iowa, Maryland, Michigan, Minnesota, North Carolina

### SPONSOR INVESTMENTS

When you financially support the WECA Virtual Annual Conference, you highlight your dedication to the early childhood workforce and early care and education (ECE) in Wisconsin, which is the foundation of young children's future success. Your investment is particularly valuable because there is heightened public awareness of the importance of strong ECE and its impact on providers, young children and our communities.

WECA's sponsorship opportunities allow your business or organization to contribute at a level that fits your philanthropic goals and financial considerations while receiving brand recognition and exposure in return. See the enclosed WECA sponsorship information sheet for detailed information on this year's opportunities.

### QUESTIONS?

If you have questions about this year's sponsorship opportunities or other ways to support the conference, please contact Kelly Hook, Director of Donor & Partner Engagement at [khook@wisconsinearlychildhood.org](mailto:khook@wisconsinearlychildhood.org).



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**SPONSORSHIP OPPORTUNITIES**

Benefits	Diamond \$8,000	Emerald \$5,000	Platinum \$3,000	Gold \$1,500	Silver \$1,000	Bronze \$500	Copper \$150
Exclusive support of keynote speaker(s)	X						
Logo included on conference banner on Whova's main event homepage	X	X					
Sponsor recognition in live opening conference welcome	X	X	X				
Individual thank you post on WECA social media	X	X	X				
Ad displayed in at least 2 conference promotional emails	X	X	X	X			
Logo placed on event page in Whova app	X	X	X	X	X		
Group thank you post on WECA social media	X	X	X	X	X	X	
Logo displayed on WECA's website	X	X	X	X	X	X	
Logo included in conference welcome slides	X	X	X	X	X	X	
Logo displayed in Whova conference platform (attendee homepage)	X	X	X	X	X	X	
Virtual exhibit booth	X	X	X	X	X	X	X

Wisconsin Early Childhood Association appreciates the ongoing support of the sponsors and exhibitors who have chosen to be part of our annual WECA Conference.

**Ready to sponsor?**

Contact Kelly Hook - Director of Donor & Partner Engagement at:  
khook@wisconsinearlychildhood.org or (608) 729-1021