

# weca conference

## SPONSORSHIP GUIDE

**OCTOBER 19-21, 2023**

**Madison Marriott West**

1313 John Q Hammons Drive, Middleton, WI 53562

**Wisconsin Early Childhood Association's Annual Conference** is a key training and professional development opportunity for early childhood educators through informative and engaging keynotes, breakouts, and interactive sessions.

This year, the conference will take place in person at the Madison Marriott West with some hybrid engagement opportunities. To support the geographic and professional development needs of early childhood professionals, several live and recorded sessions will be available online.

The Annual Conference anticipates approximately 300 in-person attendees each day and projects the participation of hundreds of additional virtual attendees. The conference draws early childhood teachers, assistant teachers, directors, and family child care owners/providers in addition to representatives from state agencies, higher education institutions, and Child Care Resource and Referral (CCR&R) agencies.

### SPONSOR INVESTMENTS

When you support WECA's Annual Conference, you highlight your dedication to the early childhood workforce and early care and education in Wisconsin, which is the foundation of young children's future success and a socially and economically thriving community. Your investment is particularly valuable in light of the heightened public awareness of the importance of strong early childhood education and its impact on providers, young children, the workforce, and our communities.

WECA's sponsorship opportunities allow your organization to contribute at a level that meets your marketing and philanthropic goals while advancing positive recognition of your brand. Please see the enclosed information detailing this year's opportunities.

### QUESTIONS? READY TO SPONSOR?

If you have questions about this year's sponsorship opportunities or wish to support scholarships for early educators, please contact **Kelly Hook**, *Director of Donor & Partner Engagement* at [khook@wisconsinearlychildhood.org](mailto:khook@wisconsinearlychildhood.org) or call (608) 729-1021.

**“Thanks for  
an informative  
and crucial  
presentation.”**

*– WECA Conference 2022  
Attendee*

# SPONSORSHIP OPPORTUNITIES

BENEFITS	Diamond \$10,000	Platinum \$5,000	Gold \$3,500	Silver \$1,500	Bronze \$1,000	Gem \$500
Exclusive support during keynote speaker(s)	X					
Logo included on WECA's Annual Conference webpage	X					
Option to provide a <60 second promotional video featured during conference welcome	X	X				
Sponsor recognition during in-person conference welcome	X	X				
Logo on prominent signage in conference spaces	X	X	X			
Individual thank you posts on WECA social media channels	X	X	X			
Organization name featured on Whova event page marquis	X	X	X			
Logo included in conference welcome slides	X	X	X	X		
Exhibit booth at in-person conference	X	X	X	X	X	
Sponsor thank you post on WECA social media	X	X	X	X	X	X
Logo displayed on Whova conference platform - sponsor page	X	X	X	X	X	X
Option to include promotional items in conference welcome bags	X	X	X	X	X	X
Virtual exhibit booth on Whova conference platform	X	X	X	X	X	X



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