

**NAEYC 2011 Annual Conference
November 2-5
Orlando, Florida**

Gold Level Sponsor

The important **Gold Level Sponsor** package for the 2011 NAEYC Annual Conference offers a beneficial collaboration for companies and organizations seeking a more encompassing alliance than that of exhibitor at the **most prestigious** and **influential** conference in early childhood education in the world.

Each **Gold Level patron** will be the exclusive sponsor of a *Featured Session chosen from the listing below; or a selection may be made from the listing of high-profile events also listed below. Such selections will include signage featuring both the NAEYC and company or organization's logo at multiple locations throughout the three day event.* An NAEYC annual **Gold Level Conference Sponsor** will pay a **\$16,000** sponsorship rights fee. The sponsorship rights fee is entirely unrestricted. There is no minimum contract term. The NAEYC Annual Conference will have up to 6 (six) Gold Level Conference Sponsors. All rights and benefits detailed below are limited to the **2011 Annual Conference** only.

Promotional Rights

- ❖ Use of NAEYC Annual Conference Sponsor designation.
- ❖ Use of NAEYC and sponsored event marks and logos in advertising, promotions, and packaging (with pre-approval from NAEYC).
- ❖ Right to make NAEYC-themed promotional offers to event attendees (e.g., sweepstakes entries for Annual Conference early registrants).

Sponsored Events/Components Available for Sponsorship

Celebration Stage –Reserved – Lakeshore Learning Materials

Learning Galleria – High traffic area where educators who share similar ideas can connect.

Closing General Session - Celebrated Children's Author (TBA)

A/V Sponsor

Twitter Feed Looping Sponsor

Zumba Early Morning Event – New Opportunity for 2011! Call 800-424-2460 ext. 8824 for details!

OR

Sole Sponsorship of a Featured Session – To Be Announced in the Coming Weeks!

Sample Tracks to be offered for Featured Session Sponsorship:

Leadership, Management and Administration Diversity and Equity

Curriculum Assessment Play Relationships Health and Safety

Children with Disabilities/Early Intervention President's Seminar

Access, Information and Premium Positioning

Sponsor representative to offer brief (NAEYC-reviewed) welcoming statement at sponsored event component

Access to NAEYC quotes and content for sponsor press releases and

Photo opportunities with NAEYC leadership/keynote speakers (when appropriate and possible) and

Access to NAEYC/sponsored event/program videos/photos/marketing materials for external/internal broadcast/promotions

Sponsor Services

Single account executive for all NAEYC–related communications

Event fulfillment report detailing results of sponsorship

Guaranteed High Visibility – Signage

Recognition of Gold Conference Sponsors through signage (includes band of logos) at:

- ✓ Registration Area
- ✓ Opening General Session
- ✓ Networking Reception
- ✓ Closing General Session
- ✓ Sole Sponsor recognition signage in connection with proprietary component

Guaranteed Visibility – Verbal Recognition

Shared recognition of Conference Sponsors at Opening and Closing Sessions

Sole Sponsor recognition at sponsored event/program/component (at appropriate time)

Guaranteed Visibility – Publications and Collateral

Half-page ad in Annual Conference final program in black & white (Value \$1,075)

Band of Event Sponsor logos in preliminary and final program

Sole sponsor identification in materials in connection with sponsored component

Guaranteed High Visibility – NAEYC Website

Logo and hyperlink on the following pages during the event timeframe:

NAEYC Annual Conference Home Page

Sponsored event/program/component page(s) – if applicable

Display/Sampling

\$975 Exhibit Space Allowance

Opportunity to distribute premiums at sponsored event

Networking and Hospitality

Three registrations for NAEYC Annual Conference

Two invitations to VIP-invitation-only event

Please join us as a **Gold**-level sponsor at the 2011 NAEYC Annual Conference and support and reach thousands of early childhood professionals around the world!

For more information, please contact:

Kathleen Cassidy Donato at 800-424-2460, ext. 8824 or e-mail kdonato@naeyc.org.