



THE CHILD CARE
SUCCESS
SUMMIT™

October 15-18

Phoenix, AZ

2020 Sponsor Information Guide

Version 2.0



Who is Kris Murray?



Kris Murray is internationally known for making a difference in the lives and businesses of early learning leaders and owners. Her marketing and enrollment expertise and training has been legendary for helping thousands of providers double and even triple their enrollment and revenue. Kris is the author of three top-rated books on building enrollment and gaining business success, she has recently co-authored an incredible book on building teacher happiness and maintaining retention. She's the host of the world's largest business event for ECE, the Child Care Success Summit, and host of the leading podcast Child Care Rockstar Radio. Her team of coaches and staff are driven to help child care leaders succeed and live their best lives - in the areas of leadership, staffing, enrollment, financials, mindset, and much more.

2020 Summit Location:

Sheraton Phoenix Downtown
340 N 3rd St,
Phoenix, AZ 85004

Main Phone Number: (602) 262-2500





Why Sponsor The Child Care Success Summit?

- It's BIG! The largest conference in the WORLD focused on how to run a successful early learning BUSINESS.
- 2020 projected attendance: 900 attendees and 53 sponsors.
- Audience comprised SOLELY of business owners and decision makers, with content purely for owners and leaders
- Celebrity speakers and experts, both inside and outside ECE
- "Moments of Inspiration" on stage with owners who share HOW they are getting results and walking the talk (proven case studies)
- Breakout workshops, awards, fun contests, exhibitor reception, and much, much more.



Who Should Sponsor This Event?

- Sponsors and vendors who want to get in front of MORE early learning decision makers!
- Companies looking for a great return on investment from their event marketing dollars!
- A more exclusive audience of multi-site owners who have deeper pockets than you'll find at traditional ECE events!
- Your message WILL be heard by ALL attendees!



Why is the Child Care Success Summit so Unique?

Kris and her team bring an unmatched passion to the world of early childhood education. Their collective business knowledge is only paralleled by their creativity and love of helping others.

The Child Care Success Summit is a **life-changing, transformational experience** for its attendees. Our mission is to positively impact one million children, and thanks to this event, we have created a noticeable ripple in the early childhood education field, reaching to over 300,000 children to date.

We bring the best & brightest speakers to our stage. From Les Brown to Ron Clark, our keynote speakers have been met with a standing room only crowd.

YOU are important to **US!** We are looking for more than just sponsors for our event, we are looking to build **strong strategic partnerships** with our sponsors that will extend for years to come.

We offer great marketing opportunities and ROI to our Strategic Partners throughout the year, including opportunities to get in front of our Child Care Success Academy members, who are all child care business owners and decision makers.

The coolest part about Kris and her team is **we know how to have FUN**. We rock social media, we kick a\$\$ at creating industry buzz, and we just know how to have a good time!

So, are you ready to join us and over 900 child care leaders in October?

“In order to be irreplaceable one must always be different.” - Coco Chanel

Metrics are Life!

Check Out Our Online Following:

- Facebook Fans: 6,700+
- Many Chat Audience: 386+
- Email List: 23,439+
- LinkedIn Connections: 6,768+
- YouTube Subscribers: 4,900+
- Podcast: 46,000+ Total Downloads Since Its Launch in September 2017



Anticipated Growth Over
the Next Year:

10%-30%

Our Attendees' Average Annual Revenue

\$1.1 MILLION



Attendee PROFILE

70%
BUSINESS
OWNERS

30%
DIRECTORS
OR
ADMIN STAFF

60%
OWN MORE
THAN 1
LOCATION

10%
NON-PROFIT OR
CHURCH BASED

30%
OWN 3 OR MORE
LOCATIONS

15%
MONTESSORI
SCHOOL OWNERS
OR LEADERS

90%
FOR-PROFIT PRIVATE
PRESCHOOLS OR CENTERS:
NON-FRANCHISE

98%
HAVE WORKED WITH
AT LEAST ONE SUMMIT
SPONSOR COMPANY

Past Sponsors



Past Sponsors



SANDS INVESTMENT GROUP
NET INVESTMENTS... NET RESULTS



"Attendees are among the brightest and most successful business owners and educators we've ever met. The conference topics are on point, Kris is an incredible presenter, and we always leave with a sense of time well spent on building our business."

*~John Lewison
CEO, Watch Me Grow*



Opportunity is Knocking...

Would you like to be connected with 900 child care trailblazers?

Our attendees are owners, directors, and administrators in the business of early childhood education. We have a large community of multi-site owners who are looking for ways to bring innovation and ease into the lives of their staff & clients.

Check out these incredible opportunities for you to be a part of the largest conference that is based solely on the business of child care.



SPONSORSHIP OPPORTUNITIES

Best In Show **Diamond Sponsors**

\$30,000
Investment

Only Available to 3 Companies

- Oversized 10x30 Booth in Conference Foyer, Access to Participants Throughout the Entire Summit
- Main Stage Time - Opportunity to Introduce a Keynote Speaker with Endorsement from Kris Prior to Coming Up on Stage
- Category Exclusivity - No Competitors Will be Present During This Opportunity/ Create a Custom Lead Generating Offer with Kris Murray.
- 10-Minute Audio Interview with Kris Murray Mailed to all Attendees Prior to the Summit.
- Opportunity to Place Branded Materials Inside of the Summit Tote Bag Given to All Participants
- Logo on Entrance Unit
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Full Page Ad in Conference Workbook



SPONSORSHIP OPPORTUNITIES

\$20,000

Investment

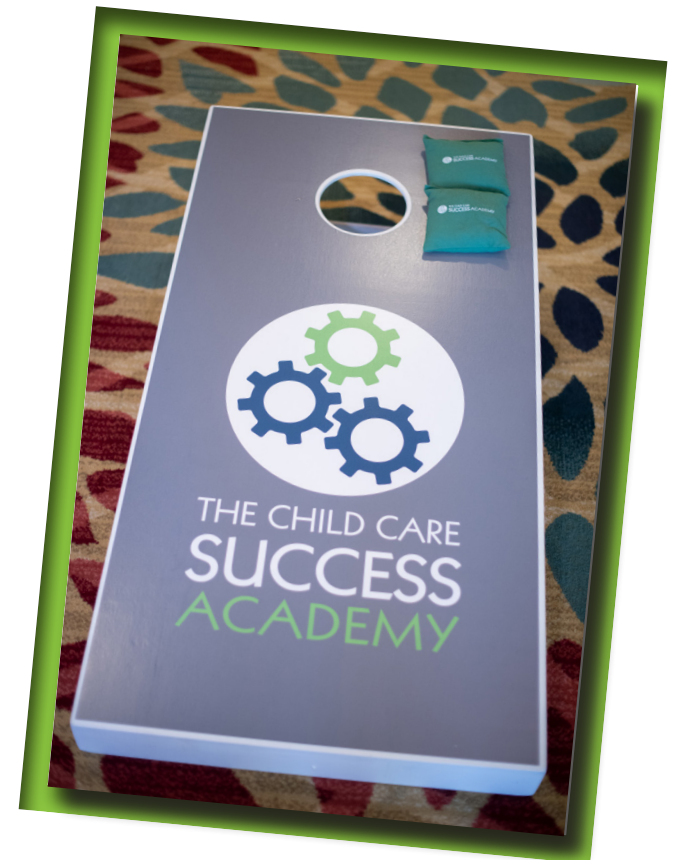
Premier

Academy Lounge Sponsor

Only Available to 1 Company

- 10x10 Booth with Premier Placement
- Sponsored-By Ad on 3 Episodes of Child Care Rockstar Radio
- Branded “Step & Repeat” Backdrop for Photo Ops in Academy Lounge
- Opportunity to Add Additional Signage Inside of Academy Lounge (Free Standing)*
- Attend the Academy VIP Party, Opportunity to Mix and Mingle with Child Care Success Academy Members
- Kris Will do a 5-minute Highlight/Introduction, During the Party
- 10-Minute Audio Interview with Kris Murray Mailed to All Attendees Prior to the Summit
- Logo on Entrance Unit
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Full Page Ad in Conference Workbook

*Based on Approval



SPONSORSHIP OPPORTUNITIES

Priority

Registration Party

\$17,000
Investment

Only Available to 1 Company

- 10x10 Booth with Premier Placement
- Exclusive Access to All Attendees During Registration
- Opportunity to Provide a Unique Treat or Product During Registration
- Co-Host Ribbon Cutting Ceremony with Kris Murray
- Opportunity to Place Branded Materials Inside of the Summit Tote Bag Given to All Participants
- Meet and Greet Participants Before the Show Starts with a Free Standing Company Table
- Logo on Registration Units
- Logo on Entrance Unit
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Full Page Ad in Conference Workbook



SPONSORSHIP OPPORTUNITIES

\$18,000

Investment

Priority

Rockstar Sponsor

Only Available to 1 Company

- 10x10 Booth with Priority Placement
- Logo on Napkins
- Signature Drink, in Company Name
- Main Stage Mention - Kris will Mention Your Company During the Contest and Give a 30-Second "Commercial"
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook



SPONSORSHIP OPPORTUNITIES

Priority

Breakout Sponsor

\$12,500

Investment

Only Available to 5 Companies

- 10x10 Booth with Priority Placement
- Official Sponsor of Two Coach-Led Breakout Workshops
- Introduce Speaker and Give a 5 Minute “Commercial”
- Signage Inside and Outside Breakout Workshop Room
- Table in the Back of the Workshop Room
- Brochure/Branded Materials Handed Out at the End of Each Breakout
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook



SPONSORSHIP OPPORTUNITIES

\$12,000

Investment

Priority

Charging Station

Only Available to 1 Company

- 10x10 Booth with Priority Placement
- Logoed Charging Station for Participants
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook



SPONSORSHIP OPPORTUNITIES



Priority

Livestream Sponsor

\$10,000
Investment

Only Available to 1 Company

- 10x10 Booth with Priority Placement
- Main Stage Time - 5-Minute Q&A with Kris on Stage, During Livestream
- Logo on Screen During Q&A
- Logo on Livestream Webpage (3+ hours plus replay)
- Ad/Link to One-Pager Placed on Facebook Announcing Livestream Sponsored By You
- Opportunity to Have a Branded Message Sent to Participants on the Summit App at a Specific Time, DURING the Summit
- Email Blast During the Livestream to CCSC's Entire List, with Branded One Pager
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook



SPONSORSHIP OPPORTUNITIES

\$12,000

Investment

Priority

Swag Bag Sponsor

Only Available to 1 Company

- 10x10 Booth with Priority Placement
- Place Your Logo on Conference Bag Carried by All Attendees (Co-Branded with CCSC)
- Opportunity to Place Branded Materials Inside of the Summit Tote Bag Given to All Participants*
- Logo (Linked to YourWebsite) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

*Based on Approval



SPONSORSHIP OPPORTUNITIES



Priority

Water Station Sponsor

\$12,000
Investment

Only Available to 1 Company

- 10x10 Booth with Priority Placement
- Logoed Water Bottle Inside of Conference Bag
- Signage Near Water Station to Refill Bottles
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook





*"As a speaker and vendor at hundreds of events in the past few years, I have to say that **the Child Care Success Summit is by far the best event our company has ever sponsored.** Kris and her team are absolutely amazing, the attendees are so much fun and ready to grow their centers and the overall energy of the event is mind blowing."*

Troy Howard

V.P. of Operations

www.sotellus.com

"Great conference for vendors to meet real decision makers!"

~**Bobby Franzo**

Peanut Butter and Jelly TV L.L.C.



SPONSORSHIP OPPORTUNITIES

Priority

Massage Sponsor

Only Available to 1 Company

- 10x10 Booth with Select Placement
- Sponsor Mini-Massage Area Located in Academy Lounge
- Branded Signage Near Massage Areas in Lounge
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$11,000

Investment

Priority

Golden Ticket Sponsor

Only Available to 1 Company

- 10x10 Booth with Select Placement
- Opportunity to Put a Branded Flier in Conference Bag with Golden Ticket Game Instructions
- Opportunity to Pull Winner of the Golden Ticket Prize - 2021 Summit package
- Winner is Announced from Stage with Kris and Sponsor
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$10,000

Investment

SPONSORSHIP OPPORTUNITIES

Priority

Key Card Sponsor

Only Available to 1 Company

- 10x10 Booth with Select Placement
- Logo on Hotel Room Key
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$10,000

Investment

Select

Lanyard Sponsor

Only Available to 1 Company

- 10x10 Booth with Select Placement
- Company Logo on Lanyards Worn by All Summit Participants
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$10,000

Investment

SPONSORSHIP OPPORTUNITIES

Select

Reception Sponsor

Only Available to 1 Company

- 10x10 Booth with Priority Placement
- Logo on Napkins During the Event Kick-Off Reception
- Signage at the Reception, Near Food
- Signature Drink, in Company Name, at the Reception
- Co-Host Ribbon Cutting Ceremony with Kris Murray
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$10,000

Investment

Select

Event App Sponsor

Only Available to 1 Company

- 10x10 Booth
- Logo on the Front Screen of the App (App Sponsored by...)
- Kris to Endorse from Stage
- Logo Included in Emails to Summit Attendees with Instructions for Downloading the App
- Logo included on all Printed App Information
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$9,000

Investment

SPONSORSHIP OPPORTUNITIES

Select **Book Signing**

Only Available to 1 Company

- 10x10 Booth with Select Placement
- Logo on Custom Bookmark (Sponsor Bears Printing Costs)
- Book Signing Area Near/In Your Booth for Increased Traffic
- Branded "Step & Repeat" Backdrop for Author/Guest Photos at Book Signing
- Stage Mention of Sponsorship & Book Signing Event
- Opportunity to Provide Company Materials to Summit Participants While Book Signing Occurs
- Opportunity to Have a Branded Message Sent to Participants on the Summit App at a Specific Time, Announcing Book Signing
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$9,000
Investment

Select **Lunch Sponsor**

Only Available to 2 Companies

- 10x10 Booth
- Logo on Napkins During Your Sponsored Lunch
- Kris Will Endorse Your Company with a Mention from Stage
- Announce Raffle Winner
- App Push Prior to Lunch - Opportunity to Have a Branded Message Sent to Participants on the Summit App Thanking You for Sponsoring Lunch
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$9,000
Investment

SPONSORSHIP OPPORTUNITIES

Select **Breakfast Sponsor**

Only Available to 1 Company

- 10x10 Booth with Select Placement
- Main Stage Time - 5-Minute Q&A with Kris on Stage During the Full Enrollment Formula Breakfast
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Half Page Ad in Conference Workbook

\$8,000
Investment

General **Basic Booth**

Only Available to 27 Companies

- 10x10 Booth with General Placement
- Logo (Linked to Your Website) on Summit Conference Website
- Logo and Information Available to Summit Participants on the Conference App
- Quarter Page Ad in Conference Workbook

\$4,000
Investment

What are YOUR Next Steps?

Yes!

I want to be a sponsor!

We are so excited you have made the decision to be a part of The Child Care Success Summit 2020!!

Here is what you will need to do next:

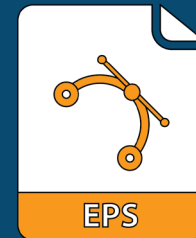
1. Make an appointment with our Strategic Partnerships Manager, Ronnae Williams, bit.ly/MeetWithRonnae.
2. Decide on your sponsorship level & make your first payment.
3. Turn in your company ad, 100 word description, & high resolution Logo.
4. Stay in touch with us!



Logos:

Please provide one of the following formats for your logo. This will ensure your company's logo is displayed at the highest quality possible.

- EPS/Illustrator vector file
- Hi-Res PNG (300 dpi) ← Preferred
- Photoshop file (PSD) include fonts

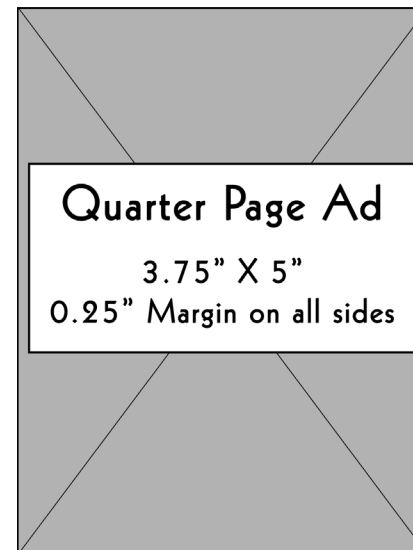
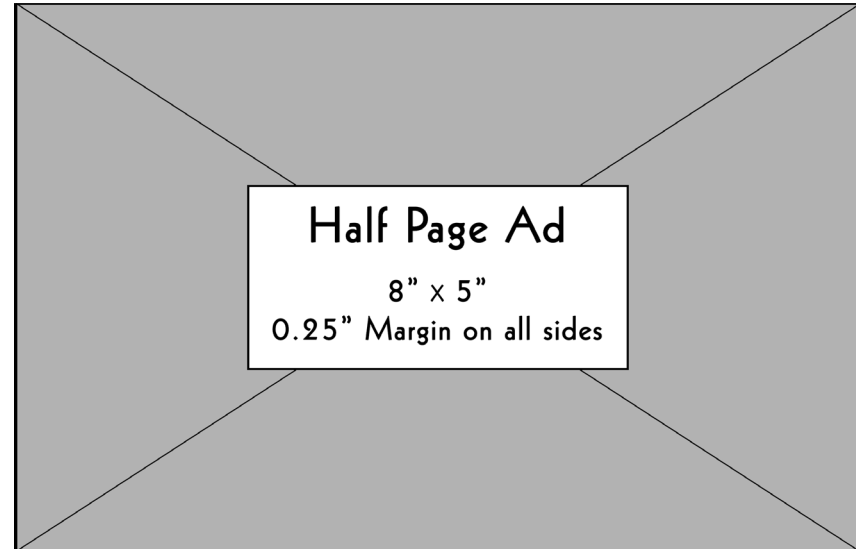
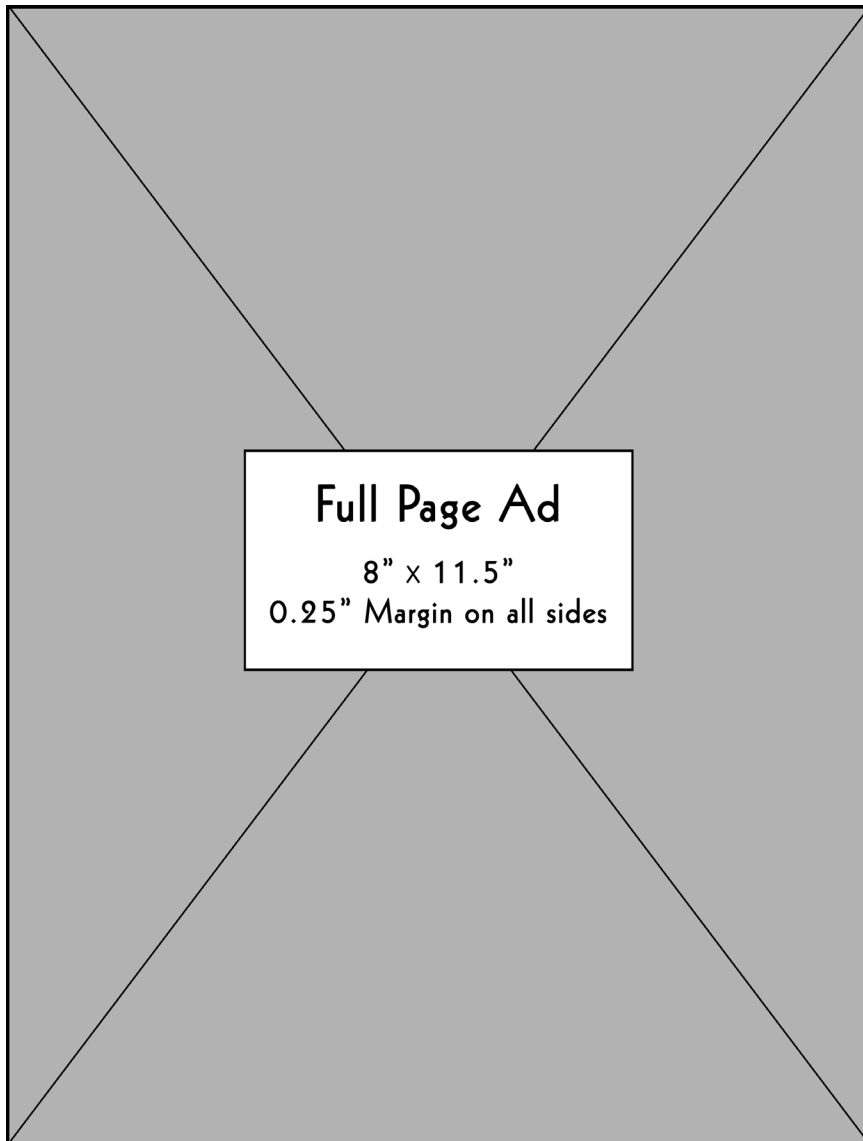


100 Word Company Description

We need a brief description of what makes your company so amazing! Check out this example from HiMama:

HiMama is the #1 rated and reviewed child care app for superstar centers everywhere. Run and grow your child care business with enrollment, payment processing, reporting and staff management tools. Engage your parents with digital daily reports that include photos and videos so they can see what their kiddos are learning and map your curriculum to a state-approved framework of your choice to document and track learning outcomes in just a few clicks. Schedule a personalized tour of the HiMama program at www.himama.com.

Workbook Ad Specifications & Extras



IMPORTANT:

Due to our workbook design & ad layout, margins, and space between, etc. your ad may not be the exact dimensions listed.

However, we will do our best to keep all ads true to size.

Custom upgrades for extra visibility! Contact Ronnae for more information.

Larger Booth, Leather Custom Key Pouch, Room Drop, Custom Pre-Event Mailing, Custom Post-Event Mailing

Happy Sponsor Stories ROCK!

"CCSS is my favorite event to attend! This is NOT a "conference!" That word in no way describes what takes place here for child care owners and directors. **CCSS is an assembling of great minds, a charging station for the weak, a family reunion, a source of hope to the defeated.** This is so much more than your typical early childhood conference that it's impossible to convey in words. This is one of those things you just have to experience for yourself to feel the impact!

As an exhibitor, the referral network is incredibly strong in this community. **We have acquired more business through exhibiting at CCSS than any other event we attend.** When you provide a great service, that experience is shared with friends, and because everyone in this group is a family, they trust each other and contact you. I consider myself blessed just to be a part of this extraordinary community!"

~Samantha Phillips, AAI, ACSR
Specialist in Early Childhood Education

"Life Cubby does a lot of conferences throughout the year, but **this particular event does have the largest single concentration of owners in the child care space.** This has been a strong event for us as a vendor. All of the decision-makers are at the Child Care Success Summit. They are there to hear how their business can be successful. They want to know what the vendors are bringing to the table that can help them succeed in their business, excel in their marketplace. I'm the only vendor to attend this summit who is also a child care center owner. I definitely have tried to absorb from this event what I could. Not only from the perspective of a vendor, but I also as an owner has had the opportunity to see the incredible value."

-Sue Testaguzza
LifeCubby Columbus, OH

"CCSS is one of the best national conferences we've ever participated in! Very organized, great staff to work with, and NO dead times for vendors. This conference is very well attended!! We have received hundreds of qualified leads! Very inspiring to find a child care organization whose passion is giving back to the child care community. We look forward to many years of continued partnership with Kris Murray and the Child Care Success Summit."

~Lora Cameron
Hibbs Hallmark & Company

"As a supplier of compliance software for the child care community, **this conference was perfect for us to engage with our target customers and network with fellow suppliers.** The conference was very well organized and Kris and her team were awesome in going the extra mile to be helpful and friendly. I would have no hesitation in recommending this conference to relevant suppliers."

~Martin Bing, Founder & CEO
1Place Child Care



The Child Care Success Company

Strategic Partner Manager - Ronnae Williams

Email - sponsorships@childcaresuccess.com

Phone - 970-237-3152

childcaresuccesssummit.com