



# The Business of Child Care | CONFERENCE



THE BUSINESS OF CHILD CARE CONFERENCE BY PROCARE  
**Sponsorship Prospectus**

## Get your business in front of thousands of early learning decision makers!

### About The Business of Child Care Conference

**Date: July 21, 2021**

Procure’s first annual Business of Child Care Conference is an action-packed half-day of learning designed to help Procure customers get the most value out of their software, as well as learn the latest strategies and tools they can use run their child care businesses more effectively.

### Agenda (ET)

TIME	SESSION	DESCRIPTION
Noon	Welcome	Procure CEO Welcome
12:15-2:15 p.m.	Software Circle & Networking	User-focused sessions for beginners to super users. Also, includes user testing and networking/booth opportunities.
2:30-3:15 p.m.	Breakout Circles 1	Thought leadership-focused presentations (includes 1-2 sponsor-led presentations)
3:20-4:05 p.m.	Breakout Circles 2	Thought leadership-focused presentations (includes 1-2 sponsor-led presentations)
4:10-5:10 p.m.	Keynote	Dr. Aditi Nerurkar – Managing Stress and Cultivating Resilience
5:15-5:30 p.m.	Closing, Raffle/Prizes/Awards	Procure CEO, Sponsors

## Why Sponsor?

- ▶ Access to 2,000+ child care, preschool and OST decision-makers
- ▶ Interact directly with attendees in a sponsor-led presentation
- ▶ Get your brand in front of a captive audience through a variety of channels, including email, social media, web and swag

## Sponsorship Levels

### Diamond Circle: \$7,500

- Submit and present a topic on a child care best practice during a 45-minute breakout session.
- Virtual booth space with live chat and video, plus ability to upload documents, link to videos and more.
- A link to your website from the conference site
- Two exclusive promotional opportunities in conference emails
- Two social media posts from Procare's Twitter and Facebook accounts
- Branding in the Welcome Kit
- Prominent logo placement throughout virtual platform
- Company logo/mentions on every conference email and direct mail
- Branding on all breakout session 1 and breakout session 2 title slides
- Access to virtual booth and session attendance data
- Prize giveaway for top points winners

### Gold Circle: \$5,000

- Submit and present a topic on a child care best practice during a 45-minute breakout session.
- Virtual booth space with live chat and video, plus ability to upload documents, link to videos and more.
- A link to your website from the conference site
- One social media post on Procare's Twitter and Facebook accounts
- Branding in the Welcome Kit
- One exclusive promotional opportunity in a conference email
- Branding in breakout session led by sponsor
- Access to virtual booth and session attendance data

### Ruby Circle: \$2,500

- Virtual booth space with live chat and video, plus ability to upload documents, link to videos and more.
- A link to your website on the conference site
- Branding in the Welcome Kit
- Access to virtual booth attendance data

### Partner (Non-presenting sponsors): \$1,000

- A link to your website from the conference site
- Enhanced profile on the Procare website throughout the month of July
- Branding in the Welcome Kit

## Sponsor Contact:

Francie Dudrey, [fadudrey@procaresoftware.com](mailto:fadudrey@procaresoftware.com)

## FAQs

### 1. What's the deadline to sign up for a sponsorship?

May 28, 2021

### 2. Do I need to be a Procare partner to sponsor?

No, as long as you're a business that serves the child care industry, you're welcome to apply for a sponsorship – just note that all sponsorships will be reviewed and approved at our discretion.

### 3. How will you get attendees to my session and/or virtual booth?

Prior to the event, we'll include information about your session and/or virtual booth in communication we send to our invitation list. On the day of the conference, we will be using a gamification model to drive attendance to your session and booth. Attendees will earn points and be entered into a drawing to win prizes at the end of the day for attending your session.

### 4. Can my presentation include a CTA to my product/service?

You can include a brief CTA, but it's important to note that the presentation is not a sales pitch. We will review your presentation prior to the event to ensure it's in keeping with a thought leadership approach.

### 5. Will you have a PowerPoint template for me to use for my presentation?

Yes, you will be given a template to use.

### 6. How do I pay for my sponsorship?

We'll invoice you once you've signed the sponsorship agreement.

### 7. Will I have time to familiarize myself with the virtual platform?

Yes, the SpotMe platform allows sponsors to explore the back-end one week prior to the event date.

### 8. How many representatives will I need to provide?

We recommend you have at least one representative for your virtual booth and one representative to give the presentation (if that's part of your sponsorship agreement).

### 9. Will sessions be recorded?

Yes, sessions will be recorded.