

**CHILD WELFARE LEAGUE OF AMERICA
2007 Mid-Atlantic Region
Training Conference**

Outstanding Sponsorship Opportunities



Reach Up To 700 Child Welfare Professionals

**September 24–26, 2007
Sheraton Baltimore City Center Hotel
Baltimore, Maryland**



Crisis in Child Welfare

Strengthening Public Policy and Practice

About the CWLA Mid-Atlantic Region Conference

CWLA's training conference theme, Crisis in Child Welfare: Strengthening Public Policy and Practice, will address the current climate for America's most vulnerable children, families, and communities. The goal is to raise expectations and move practice, policy, and social issues forward. With recent changes in political leadership on Capitol Hill and in the mid-Atlantic region, the conference will provide an opportunity for child welfare professionals to rededicate themselves to best practices and strong, solid public policy that will ensure the well-being and safety of children, families, and communities. This conference will enable professionals, families, and youth to learn from past challenges and move forward towards undiscovered roads of success.

The mid-Atlantic region training conference will address the systemic and practice changes that are happening within the child welfare field as well as the value of collaborating responsively in terms of

- positive working relationships
- maximizing resource opportunities
- the use of technology, all within the context of best practice
- systems integration
- budget constraints
- research at various level
- lessons learned

The conference will explore effective collaboration between

- child welfare organizations
- schools, parents, youth
- community groups
- mental health workers
- developmental disability professionals
- juvenile justice professionals, and the courts

They will learn from each other as partners with a renewed sense of purpose and vision.

General Conference Sponsorship

Sponsorship of all functions held in conjunction with the scheduled programming of the Crisis in Child Welfare: Strengthening Public Policy and Practice conference is available.

Levels of Sponsorship

EXCLUSIVE SPONSORSHIP: \$50,000

As the exclusive sponsor of the mid-Atlantic conference, you will enjoy affiliation with a high level of visibility and recognition among the top professionals in the child and family system through a variety of platforms and exposure opportunities, in addition to all the benefits of our platinum, gold, and silver sponsors.

For More Information: Please contact Deborah Cumbo at 703/412-2400 ext. 2412, or e-mail dcumbo@cwla.org.

PLATINUM SPONSORS: \$16,000 AND ABOVE

Benefits include Silver and Gold benefits, plus:

- complimentary registration to entire sponsored event for one employee
- opportunity to include one item in each attendee's tote bag
- opportunity to welcome the group from the podium
- sponsor may provide a banner
- opportunity to distribute corporate tokens to attendees
- one-time use of pre-event attendee mailing list
- sponsor's name and logo featured on large signage recognizing platinum sponsors to be displayed in a high-traffic area in the conference center
- 20 % discount on one full-page, four-color ad in *Children's Voice* or *Child Welfare Journal**

GOLD SPONSORS: \$6,000 – \$15,000

Benefits include Silver benefits, plus:

- recognition in one e-mail that goes to conference attendees
- recognition in events marketing materials (if sponsorship secured prior to printing)
- one-time use of postevent attendee mailing list
- recognition on CWLA website with link to sponsor's homepage
- recognition in one pre-event e-mail newsletter that goes to conference attendees*
- sponsor's name, logo, booth number, and brief description featured in a special sponsors' thank you section of the national conference program book
- 10% discount on one full-page, four-color ad in *Children's Voice* or *Child Welfare Journal**

SILVER SPONSORS: \$5,000 AND BELOW

Standard benefits include:

- recognition in handouts to event registrants
- recognition on signage at sponsored event
- promotional table provided adjacent to registration desk to display literature
- complimentary passes to function for up to three sponsor representatives and guests
- discounted conference registration fee for up to three sponsor representatives and guests for attendance at the entire event
- sponsor recognized in one issue of *Children's Voice* and one issue of *Child Welfare Journal*
- recognition in event program book or agenda
- ribbons for attending staff*
- company name and logo featured on a slide during the general session slide show at the national conference*
- recognition on the CWLA conference website sponsor's page with a link to sponsor's home page
- sponsor name and logo featured on large meter board to be displayed in high-traffic area

* Only one advertising discount applied

Sponsorship Opportunities

Build name recognition among attendees by sponsoring one of the conference-wide events. The following sponsorships present you with exciting ways to familiarize the full conference audience with your products and services.

E-MAIL ACCESS STATIONS (3 units each)

\$5,000: CWLA will arrange for all hardware and software setup.

\$3,000: Sponsor provides/arranges for all hardware, software, and electrical setup.

One of the most popular sites at any conference! E-mail stations will open on September 24 for conference attendees and will run through the entire conference. E-mail stations will be placed in high-traffic areas and include computers with Internet e-mail access.

HOTEL KEY CARDS – \$3,000

Sunday, Sept. 23 – Wednesday, Sept. 26

Get your name and logo in front of every conference attendee! Place your short welcome message (such as "visit us at booth XXX") on every key card used at the conference hotel.

TOTE BAGS – \$6,500

An attractive tote bag with your logo alongside the conference logo will be given to every conference registrant.

NETWORKING CONTINENTAL BREAKFAST

\$3,000 per session or \$8,000 for all three

September 24 8:00 – 10:00 A.M.

September 25 7:30 – 8:30 A.M.

September 26 7:30 – 8:30 A.M.

Provide a refreshing coffee break to conference attendees before/after sessions.

CONFERENCE-WIDE NETWORKING BREAKS

\$3,000 per session or \$13,000 for all five

September 24 11:30 – Noon & 3:30 – 4:00 P.M.

September 25 10:00 – 10:30 A.M. & 4:00 – 5 P.M.

September 26 10:00 – 10:30 A.M.

Provide a refreshing coffee/soda break to conference attendees each day as they visit the exhibit area.

WELCOME RECEPTION – \$15,000 ENTIRE EVENT

September 24 6:00 – 8:00 P.M.

The conference reception encourages networking among attendees. The group will enjoy local entertainment along with delectable dishes served throughout the exhibit area.

SPEAKERS LUNCHEONS – \$10,000 EACH

September 24 Noon – 1:45 P.M.

September 25 12:15 – 2:00 P.M.

Brief description about each speaker and his or her topic of discussion for the luncheon.

SPECIAL EVENT – \$10,000

September 25 6:00 – 10:00 P.M.

Treat conference attendees to a special after-hours event planned for an exciting place in Baltimore.

About the Child Welfare League of America

Since 1920, the Child Welfare League of America (CWLA) has been the nation's preeminent organization dedicated to ensuring that disadvantaged and vulnerable children are protected from harm and have the tools and resources they need to grow into the healthy and happy adults we want them to become. CWLA is the trusted authority for professionals who work with children and the only national organization with members from both public and private agencies, providing unique access and influence to all sectors of the child welfare field.

What We Do

As the nation's largest network of child- and family-serving agencies, CWLA:

- is the leading voice for abused and neglected children, advocating on their behalf at the national, state, and local levels;
- promotes high quality services that are grounded in our best practice standards and applied through training, consultation, and other supports to our 900 member agencies and the broader child-serving field;
- publishes highly regarded professional literature including a peer-reviewed journal, a magazine called *Children's Voice*, and performance standards aimed at helping agencies achieve excellence;

- offers unparalleled opportunities for networking and peer consultation among its members and others in the field through national and regional conferences and events; and
- upholds a firm commitment to respecting diversity and maintaining continuous progress toward the goal of working competently with all cultures and communities.

We believe that by using data to pinpoint and promote programs and practices that work, we can help achieve brighter futures for the vulnerable children served by our member agencies. We bring this approach directly to communities along with an expertise that reflects the full scope of children's services spanning adoption, adolescent pregnancy prevention, child day care, child protection, family foster care, family violence, group residential care, housing and homelessness, kinship care, juvenile justice, mental health, positive youth development, substance abuse prevention and treatment, and a broad range of community services that strengthen and support parents and families.

For more information please visit our website at: www.cwla.org.

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CALL FOR PRESENTATIONS
AND
SAVE THE DATES

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HEADQUARTERS

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