



LEADERSHIP CONNECTIONS™ NATIONAL VIRTUAL CONFERENCE



RE^ FOCUSING OUR VISION

April 28 – April 30,
2021



 **McCormick
Center**
FOR EARLY CHILDHOOD LEADERSHIP

PARTNER KIT FOR
SPONSORS AND EXHIBITORS



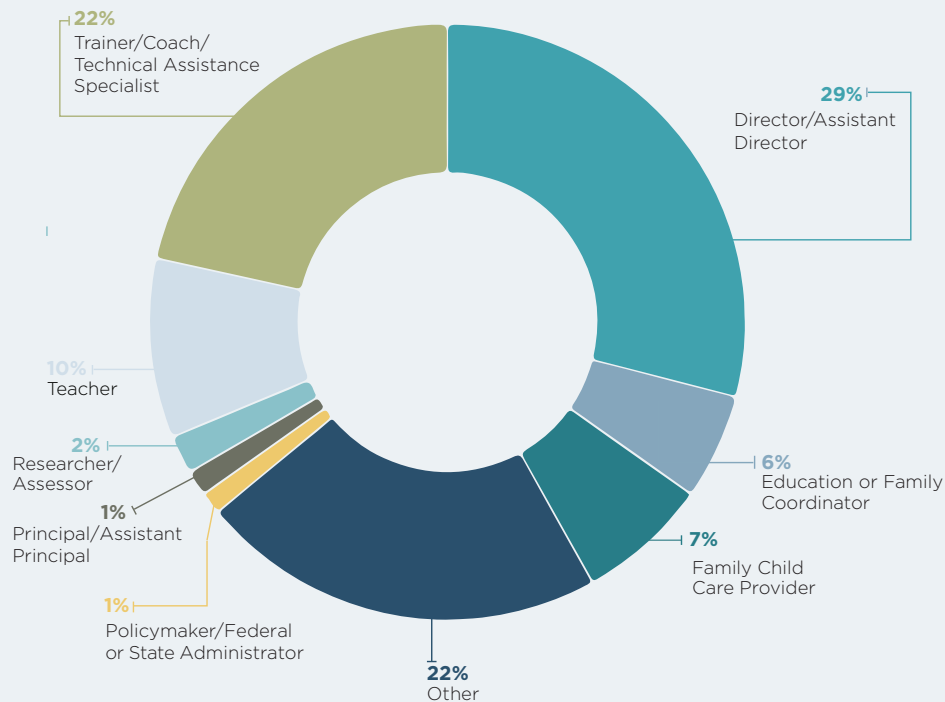
Why Partner with Leadership Connections™?

LEADERSHIP CONNECTIONS IS THE NATIONAL CONFERENCE FOR EARLY CHILDHOOD LEADERS. Many conferences exist across the country, but Leadership Connections™ National Conference is the only national conference with a singular focus on the needs of early childhood administrators. If your target audience is decision-makers and leaders in early childhood education, Leadership Connections is the conference they attend. The conference empowers administrators and those who support them through professional learning focused on whole leadership – administrative, pedagogical, and leadership essentials.

YOU HELP INSPIRE CURRENT AND FUTURE LEADERS TO EXCEL. At the same time, your financial support allows the conference to continue to grow. Your organization can be a part of transforming early childhood leadership across the country. Your financial support empowers early childhood leaders to pursue their passion for providing high-quality care to the children and families who depend on them. Sponsorship money helps us bring leading national experts to be keynote speakers. It provides networking opportunities where leaders build their community of support. It enables us to offer an environment where attendees are inspired and rejuvenated to grow in their leadership roles.

Who Attends Leadership Connections?

719 leaders from **37** states attended in 2019 with the following job roles:



Feedback from Past Attendees





“I feel inspired every time I attend. The way the conference is set up makes me feel valued. When you can make someone feel that way knowing that we work with children and families on a daily basis, it shows that you feel we are important in what we do to support families.”

“I gleaned practical, applicable leadership strategies and techniques that I can take back and apply to my leadership compendium immediately. I was extremely impressed by the specific sessions that I attended during this conference!”



2021 Virtual Conference Sponsorship Opportunities

We value your support for Leadership Connections and strive to provide options that meet your organization's goals and extend your marketing dollars.

				
SPONSOR LEVELS	PLATINUM	GOLD	SILVER	BRONZE
Price	\$6,000	\$4,000	\$2,000	\$600
Sponsor One General Session	<ul style="list-style-type: none"> Promotional Video played at start of session Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 	<ul style="list-style-type: none"> Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 		
Door Prize for your Sponsored General Session	Provide a product from your company	Provide a product from your company		
Exhibit Page	Prime position on exhibitor page	Choice position on exhibitor page	Good position on exhibitor page	Listed on exhibit page
Customizable Exhibit Page	X	X	X	X
Sponsorship of Workshop Session	<ul style="list-style-type: none"> Align your company with 2 workshops. Promotional Video played at start of session Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 	<ul style="list-style-type: none"> Align your company with 1 workshop. Promotional Video played at start of session Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 		
Sponsorship of Workshop Session	<ul style="list-style-type: none"> Aligned with 2 additional sessions Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 	<ul style="list-style-type: none"> Aligned with 1 additional session. Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 	<ul style="list-style-type: none"> Aligned with 1 session Company Logo placed on conference agenda page aligned with the session being sponsored Company Logo on the session page 	

2021 Conference Sponsorship Opportunities (Continued)

Company Logo on Footer of All Website Pages	Larger image	Medium image	Smaller image	Smallest image
Company Logo included on Conference eBlasts Sent to Over 16,000 Subscribers	All Conference promotions from November – April	All Conference promotions from November – April	All Conference promotions from February – April	
Full Conference Registrations	4	3	2	1
Push Notifications: During the Conference Send All Attendees a Pre-scripted Message	4	4	2	
Total Sponsorships Available	4	4	6	20

Conference Sponsor and Exhibitor Details

Features of the Virtual Platform for Sponsors and Exhibitors

- Each Sponsor and Exhibitor will build a custom web page.
- Your page can contain unlimited images, video, and text.
- The page is built on an everyday web page editor which is flexible and easy to use.
- During the conference, attendees can use the pages to initiate a one-on-one video conference.

Features of the Virtual Platform for Attendees

- The platform is a “one stop” platform. Prior to the conference, the platform will be the location of the conference website, and place to register.
- During the conference, the same website will be the location to sign into session, visit sponsor and exhibitor pages, connect with one another, and view the agenda and everything needed for attending the conference.

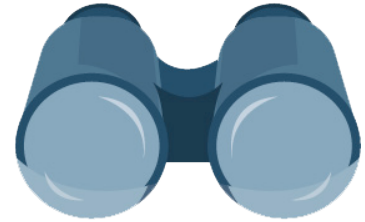
Additional Marketing

In addition to the features of the virtual platform we will be marketing the conference throughout the McCormick Center website, newsletters, social media, and eBlasts. We will promote your sponsorship with these tools as well.

To become a sponsor or exhibitor, please contact Marleen Barrett, McCormick Center Events Coordinator marleen.barrett@nl.edu.

Leadership Connections™ 2021

Schedule at a Glance



Note: The schedule is subject to change. All times listed are CST.

Tuesday | April 27, 2021 (Pre-Conference)

10:00 am – 3:00 pm	Two Full-Day Workshops: 4 hours of content (60 minutes of breaks)
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Thursday | April 29, 2021

10:00 am – 11:00 am	Public Policy Forum: General Session
11:00 am – 11:15 am	Break
11:15 am – 12:45 pm	Concurrent Sessions
12:45 pm – 1:15 pm	Break
1:15 pm – 2:45 pm	Concurrent Sessions

Conference Begins:

Wednesday | April 28, 2021

10:00 am – 11:00 am	Opening General Session: Keynote address by Alex Kotlowitz
11:00 am – 11:15 am	Break
11:15 am – 12:45 pm	Concurrent Sessions
12:45 pm – 1:15 pm	Break
1:15 pm – 2:45 pm	Concurrent Sessions

Friday | April 30, 2021

10:00 am – 11:00 am	Leadership Colloquium: Alisha Ray , Visionary Leadership Award Recipient
11:00 am – 11:15 am	Break
11:15 am – 12:45 pm	Concurrent Sessions
12:45 pm – 1:00 pm	Break
1:00 pm – 2:00 pm	Closing General Session: Keynote address by Jahmal Cole