

COUNCIL
for
PROFESSIONAL
RECOGNITION



CELEBRATING 50 YEARS OF EXCELLENCE:

*Empowering the
Next Generation
of Leaders*



2025 SPONSORSHIP PROSPECTUS

Early Educators Leadership Conference | October 8-11, 2025 | Orlando, FL

CELEBRATING 50 YEARS OF EXCELLENCE: *Empowering the Next Generation of Leaders*

The Early Educators Leadership Conference (EELC) is a national event, hosted by the Council for Professional Recognition. EELC supports a broad vision to advance and unify the early childhood education workforce, inspire early childhood educators, elevate educational leaders, and foster professional development.

EELC is an all-inclusive retreat-style conference poised to provide professional development opportunities, networking, health and wellness, and recognition of its attendees. EELC is unique in that it extends personalized opportunities for the exchange of shared experiences, compelling content, ideas, and vision for the profession.

EELC objectives include:

- Curating a diverse selection of thought-provoking workshops, sessions, and speakers to interact with the leading movers and shakers in early childhood education, whose common goals are to advance their daily work with children and families.
- Providing ECE leaders, educators and advocates with the tools to inspire action, create innovative solutions and support the communities they serve.
- Leveraging special initiatives and acquiring real time insights into our field's trends, challenges, and successes.

The 2025 EELC theme, *Celebrating 50 Years of Excellence: Empowering the Next Generation of Leaders*, will align with sessions that are designed to take an in-depth look at building systems, policies and career pathways that aim to rid our profession of bias. We'll delve into the areas of advocacy, diversity, equity, inclusion, innovation, and workforce development.

EELC is an ecosystem built for attendees, speakers and sponsors alike to impact change, grow professionally and evolve into new areas, networks and systems.

EELC provides a unique opportunity for conference sponsors to enhance their brand recognition, engage with attendees about their services and provide collateral for continued post-conference engagement and learning.

WHY SPONSOR



BUILD BRAND AWARENESS

Our innovative sponsorship packages help you target audiences while on-site, as well as beyond the conference with opportunities that will produce additional value and increased views.



THOUGHT LEADERSHIP AND DECISION MAKERS

EELC brings together national and international leaders, policymakers, early childhood professionals, higher education institutions and early childhood training organizations all under one roof to discuss vital issues facing the field.



MAJOR INFLUENCERS ATTEND

Our conference is custom designed for early childhood professionals, influencers, policymakers and practitioners who are involved in delivering quality early childhood education services. EELC attracts local, state and federal policymakers, national and international program leaders, top training organizations and education providers. The boutique structure of the EELC interactive sessions, networking and leadership skill development draws early education and higher education administrators, teachers, legislators and business leaders – who understand the importance of the public and private impact quality early education has in communities throughout the U.S. and the world.



LEAD GENERATION

Capture qualified leads through email marketing opportunities. The conference provides more than a dozen sponsorship opportunities that will meet your company's marketing needs. Select a sponsorship with major benefits that will energize your company and maximize your reach.



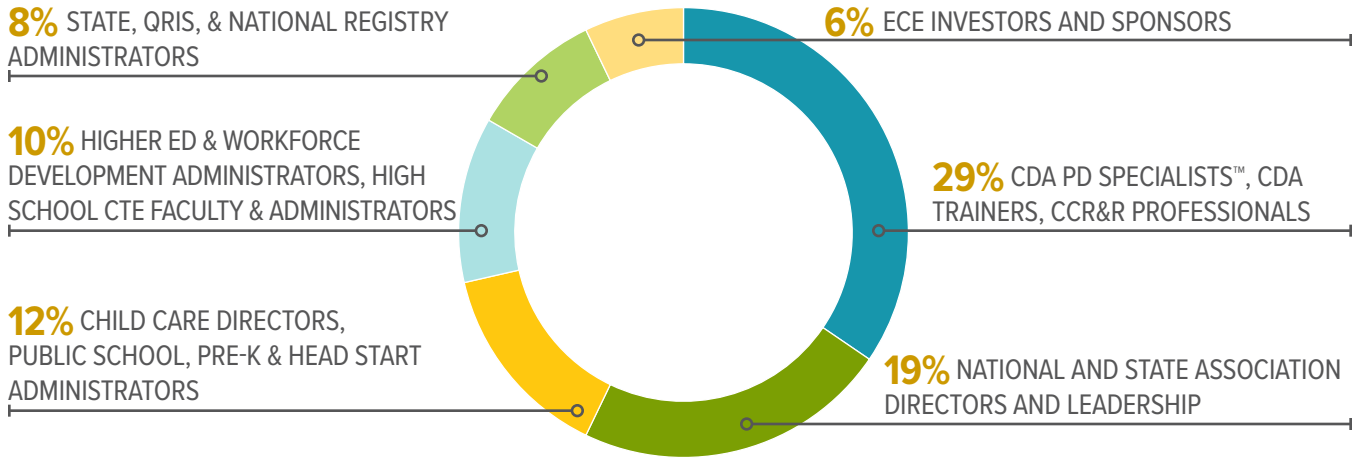
UNIQUE CONFERENCE DESIGN

The EELC agenda is curated to include presenters that provide hands on experiences, expertise and access to valuable resources to enhance attendee leadership toolkits. Our all-inclusive, retreat-style conference includes health and wellness offerings, deluxe hotel accommodations, gourmet meals, special events and time to fellowship and network with conference presenters, sponsors, and attendees. Your organization will be associated with high-quality content and professional development experiences, placing your company at the forefront of industry thought leadership.

MEET OUR AUDIENCE

WHO ATTENDS*

AUDIENCE SEGMENTATION



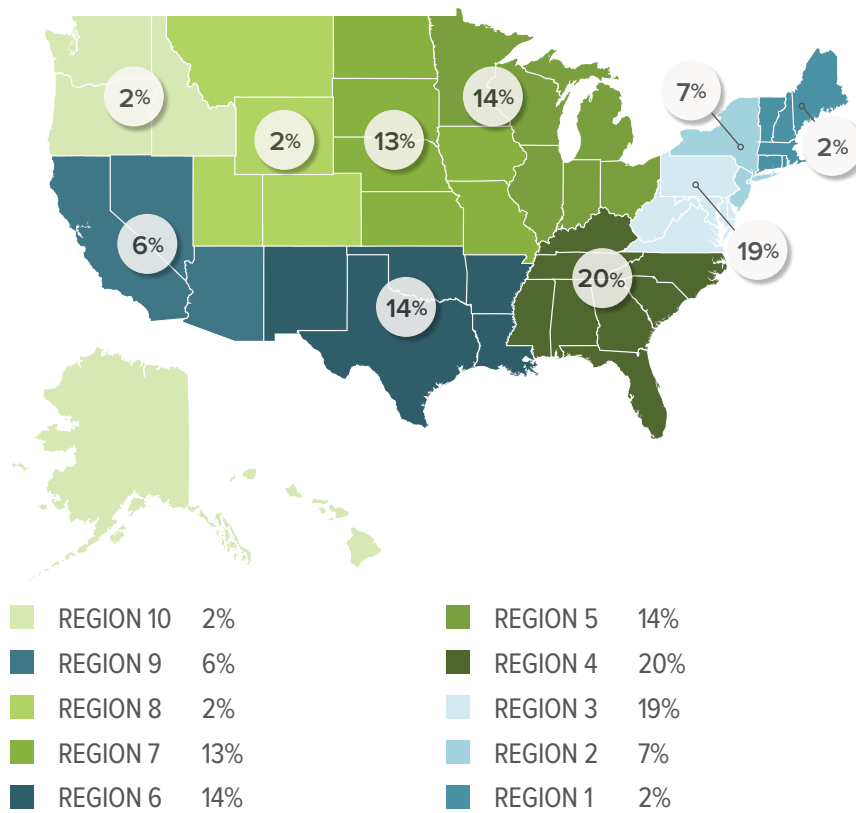
EXPERIENCE

The overwhelming majority of EELC conference attendees — **85%** — are **seasoned professionals** with more than six years of experience in the field. This expertise-rich audience enhances the quality of discussions and networking; thus, fostering deep, insightful exchanges and a dynamic learning environment that benefits all participants.



MEET OUR AUDIENCE

ATTENDANCE BY REGION



WHY THEY ATTEND**

Inspiring and Memorable Experience. Respondents highlighted the event as absolutely fantastic, with the venue’s elegant décor and stunning views providing the perfect backdrop. They praised the Council team for being accessible, welcoming, knowledgeable, and professional, noting their positive energy and strong teamwork. Many also appreciated the special events that enriched the EELC experience in Washington, D.C., allowing them to explore the city, with the Hirshhorn Museum reception as a standout favorite.

A High-Class Learning and Networking Experience. Respondents shared glowing feedback, celebrating EELC 2024 as a well-executed, high-quality learning event. They appreciated the excellent networking opportunities, the thoughtful planning, and the engaging conference atmosphere, with many saying they loved every aspect of the experience.

AUDIENCE KEY STATS*

300+ ATTENDEES

98%

SATISFACTION RATE

87%

CONFERENCE MET OR EXCEEDED EXPECTATIONS

81%

WOULD RECOMMEND EELC TO A FRIEND OR COLLEAGUE

74%

PLAN TO ATTEND AGAIN

**Data based on EELC 2024 Feedback Survey

TESTIMONIAL GALLERY**

VALUABLE CONNECTIONS

I enjoy the EELC and I have made some valuable connections! It is always a fabulous time and I am looking forward to attending more in the future.

- Michelle Jones

INFORMATIVE SESSIONS

All of the general sessions were informative and sparked new passions and ideas for how to include them in my work. I truly enjoyed the Trailblazers of Innovation session best!

- Delphine Brock

RETURNING ATTENDEE

As always very well organized - easy to navigate to sessions. The Council team is accessible, welcoming, knowledgeable, and professional. Always smiling - and appears they work well together - they are a joy to be associated with.

- Gerri-Lynn Ballard

FIRST-TIME ATTENDEE

This was my 1st time at the conference and I had a blast.

I loved how all the Council members were so kind and personable. I learned a wealth of information from the symposium and it was great to hear people address challenges they have faced and how they have overcome them. All the input was very insightful.

I am so excited to share all the knowledge I have learned with the parents I will be teaching and guiding them to obtain their CDA.

- Nancy Coy

SERVICE PROJECTS

I loved the service projects. I enjoyed feeling like I was giving back to the host community!

I liked that the downtime on Friday had lots of choices depending on your level of energy.

I loved the museum event!

- Janet Trent

DIVERSE PERSPECTIVES

It is one of my favorite conferences of the year. I find that there is a wide range of folks from all around the country, including Puerto Rico. There is a great mix of teachers, coaches, admin, and state leaders so the different perspectives lead to rich conversations.

- Luis Bernal

BETTER EVERY YEAR

Excellent conference! This is my second time attending the EELC, and I am more impressed than before!

- Martha De Leon

PROFESSIONAL DEVELOPMENT

What an incredible professional development opportunity... This early childhood education conference stands out among the rest because of the high-quality professional offerings AND the intentional efforts to bring joy, new experiences, and collective nurturing care to its participants.

Christine Roseberry Belinda

IMPACTFUL

This was one of the most impactful conferences I have attended. The presenters were on fire! The passion, excitement, and enthusiasm for the CDA was contagious!

- Kelly Kazeck

ALL-INCLUSIVE EXPERIENCE

I absolutely love that the conference is all-inclusive, please do not change that. Having time to connect with peers and meet new colleagues is another benefit. The conference is well thought out and you keep our wellness at the forefront. New experiences like attending museums and well catered meals and snacks are terrific!

- Stacey Francois

FANTASTIC

The event was absolutely fantastic! The venue, with its elegant décor and breathtaking views, provided the perfect setting for the occasion. The sessions were not only engaging but also extremely informative, covering a wide range of relevant topics. The staff members were incredibly helpful and friendly... The attendees brought a high level of enthusiasm and energy to the event, contributing to its overall success. Additionally, the food was not only delicious but also offered a diverse and delightful selection that catered to different preferences.

- Corinthian Henley

INCREDIBLE FOOD

This was by far the best experience that I've had! I loved everything about this event. I loved how organized and professional everyone was. I loved learning new things and exploring DC. The food was also incredible and the service was outstanding! I'm really hoping that if my schedule works out right that I can attend next year's conference. It was the greatest experience that I've experienced.

- Michelle Watkins

FAVORITE CONFERENCE

As always, one of my favorite conferences and hands down had an exceptional time this year.

- Crystal McKinney

HEALTH & WELLNESS

The conference was very informative and fun. I learned a lot. The new updates and the importance of play. I almost forgot about my 30 minute stretch with Radiance. It helped with my mental wellbeing and reduces my muscles soreness.

- Patricia Davis-Banjo

2024 SPONSOR RECAP

2024 SPONSOR CHAMPIONS

PRESENTING CHAMPION



**CHILDCARE
EDUCATION INSTITUTE**

A StraighterLine Company

MAXIMUM BENEFITS

- ★ ADVERTISING
- ★ BRAND RECOGNITION
- ★ LEAD GENERATION
- ★ SOCIAL MEDIA
- ★ PARTICIPANT ENGAGEMENT

PLATINUM CHAMPION

naeyc® National Association for the Education of Young Children

SILVER CHAMPION



BRONZE CHAMPION



ENERGY CHAMPION



PROJECT CHAMPIONS



SCHOLARSHIP CHAMPIONS



2024 SPONSOR RECAP

EELC PATRON



FRIENDS OF EELC

BLOOM ADVISING

BRANAGH GROUP

CONTINUED

EARLY EDUCATOR INVESTMENT COLLABORATIVE

GEORGIA HEAD START ASSOCIATION, INC.

PEARSON VUE

TRAINING INNOVATIONS, LLC

EXHIBITORS



SPONSOR KEY STATS*

25+ SPONSORS

370

AVERAGE NEW LEADS BASED ON AD CLICKS

19

EELC TARGETED PROMOTIONAL EMAILS

14

PRINT PROGRAM ADS

5

EVENT SPONSORS

**Data based on 2024 sponsorship benefits. Benefits vary by sponsor package.*

VENUE



ABOUT THE RESORT

Discover a unique experience at Renaissance Orlando at SeaWorld® that combines the excitement of Orlando with its own imaginative style, making it the perfect conference destination. Take in views of the sparkling pool and lush, tropical grounds from your spacious guest room. Down time can be as simple as relaxing in one of the comfortable lounge chairs surrounding the tropical pool area, an impromptu networking session in one of the bars or restaurants or take in all the action while connecting with colleagues in the atrium lobby. Get energized at the Fitness Center. Be pampered at the full-service spa or escape for a walk or run on well-lit paths around the SeaWorld Resort area. The resort is within walking distance of SeaWorld® Orlando and the Aquatica water park; International Drive and Disney Theme Parks are also close by.



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BENEFITS ALL SPONSORS RECEIVE

(Not applicable for à la carte options)

 <p>An Opportunity to Attend Conference In-Person</p>	 <p>Various Opportunities to Engage with Participants</p>	 <p>A Half or Full Page Ad in the Conference Program Booklet</p>	 <p>Various Opportunities for Logo and/or Brand Recognition</p>
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SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES AT-A-GLANCE*

	CDA 50TH ANNIVERSARY GALA & EELC	GOLDEN CDA® KEYNOTE	EELC DECADES CELEBRATION	LEGACY OF LEADERS NETWORK	EELC DECADE DINE AROUND
Availability	1 Sponsor	2 Sponsors	2 Sponsors	2 Sponsors	1 Sponsor
Registration <small>(Does not include hotel accommodations)</small>	3 Full Conference Registrations	3 Full Conference Registrations	2 Full Conference Registrations	1 Full Conference Registration	2 Full Conference Registrations
Event Sponsorship	✓	✓	✓	✓	✓
Participant Engagement	Hosting Rights + 5-Minute Remarks	5-Minute Remarks	3-Minute Remarks	3-Minute Remarks	Engage One-on-One During Activity
Ad in Monthly Newsletter	4	3	3	2	2
Program Ad	1 Full Page Ad	1 Full Page Ad	1 Full Page Ad	1 Full Page Ad	1 Full Page Ad
Conference Bag Insert	À la Carte Add-On \$500				
Mobile App Push Notifications	4	3	3	2	2
Organic Facebook Ad or Guest Blog	✓ (Ad + Blog)	✓ (Ad or Blog)	✓ (Ad or Blog)	✓ (Blog Only)	✓ (Blog Only)
Sponsor Email with List of Qualified Leads	✓	✓	✓	✓	✓
Prominent Logo Recognition on Select Signage	✓	✓			
Logo Recognition on Select Signage	✓	✓	✓	✓	✓
Logo in Conference Program Booklet	✓	✓	✓	✓	✓
Logo Recognition on Conference App	✓	✓	✓	✓	✓

SPONSORSHIP PACKAGES

*See page 24 for à la carte selections.

CDA PD SPECIALIST™ RECOGNITION	PIONEERING INNOVATORS	LEGACY OF LEADERS SCHOLARSHIP	LEGACY OF IMPACT PROJECT	ECE INVESTORS WELLNESS	VENDOR BOOTH
1 Sponsor	2 Sponsors	3 Sponsors	2 Sponsors	4 Sponsors	10 Sponsors
1 Full Conference Registration	1 Full Day Pass	1 Full Day Pass	1 Full Day Pass	1 Full Day Pass	2 Full Day Passes
✓	✓			Morning or Afternoon Breaks	
3-Minute Remarks	Engage One-on-One During Activity	Photo Op with Recipient	Activity + Photos with Participants	Table Top Collateral	6' Premium Booth Space
1	1	1	1	1	
1 Full Page Ad	1 Half Page Ad	1 Half Page Ad	1 Half Page Ad	1 Half Page Ad	1 Full Page Ad
À la Carte Add-On \$500					
1					
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓

SPONSORSHIP PACKAGES

CDA® 50TH ANNIVERSARY GALA & EELC SPONSOR

★ \$50,000 | 1 Sponsor ★

ONE-TIME ANNIVERSARY YEAR SPECIAL | This year the Council for Professional Recognition is celebrating, not one, but three milestones, i.e., the CDA 50th, the Council's 40th and EELC's 10th anniversary. With so much to celebrate, we are offering this unique opportunity to partner with us as a sponsor of the CDA 50th Anniversary Gala in July and the 2025 EELC Conference in October!

As the CDA 50th Anniversary Gala sponsor, your organization will enjoy exclusive hosting rights, including remarks, reserved table seating, and prominent logo placement. As the presenting sponsor for EELC, your organization will enjoy three complimentary registrations and gain high-visibility through impactful advertising, logo recognition, and participant engagement.

This is your chance to connect with industry leaders and join the Council in celebrating these momentous milestones in style—your brand truly deserves the spotlight!

EXCLUSIVE GALA PACKAGE BENEFITS:

✦ Participant Engagement

- Exclusive hosting rights of the CDA 50th Anniversary Gala celebration
- 5-minute remarks during the CDA 50th Anniversary Gala keynote address
- Reserved table for 6 at CDA 50th Anniversary Gala celebration in July

✦ Branding/Logo Recognition

- Option to provide one branded item at the CDA 50th Anniversary Gala (Sponsor responsible for providing branded item.)
- Sponsor logo recognition on CDA 50th Anniversary Gala Invitation
- Sponsor logo recognition on CDA 50th Anniversary Gala signage

SPONSORSHIP PACKAGES

EXCLUSIVE EELC PACKAGE BENEFITS:

- ✧ **Three (3) Complimentary Conference Registrations** (Hotel accommodations not included.) *Note: Includes all events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Participant Engagement**
 - Recognition as EELC Welcome Reception Sponsor
 - Option to provide 5-minute video at Opening General Session
- ✧ **Advertising**
 - (4) Ads in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad per month for 4 months (Some restrictions may apply)
 - (1) Full page premium ad in conference program book (Inside front cover, inside back cover or center spread)
 - (4) Push notifications on EELC App
 - (1) Organic ad on Facebook platform only
 - (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms
 - Email sent by the Council on behalf of the sponsor to attendees. Sponsor will receive list of qualified leads based on clicks.
- ✧ **Branding/Logo Recognition**
 - Sponsor logo on official conference lanyard
 - Sponsor logo recognition on Welcome Reception signage
 - Prominent logo recognition on promotional emails and EELC website
 - Sponsor logo recognition on sponsored event presentation slides (if applicable)
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

All 2025 EELC advertising will run April 2025 through March 2026. Submit all advertising and related inquiries to Otera Cunha at OteraC@cdacouncil.org.

1. **Participant Engagement:** Submit all inquiries about hosting and remarks to Julia Quintanilla at JuliaQ@cdacouncil.org.
2. **Advertising:**
 - a. **CouncilLINK Newsletter Ad - Artwork due by the 15th of each month, except November and December ads due by the 5th.** Space is limited and subject to availability. **Top position guaranteed.**
 - **Size:** 600 x 250 pixels (horizontal)
 - Artwork must include “Proud sponsor of the 2025 EELC”
 - Provide the URL your ad will link to.
 - b. **Logo** - Submit high-res logo **due ASAP**.
 - c. **Conference program ad - Due by August 1, 2025.** Full-page ad specifications (width x height):
 - Size: 5.5” x 8.5” inches (without bleed)
 - Size: 5.75” x 8.75” inches (with bleed)
 - Format: .pdf, .eps, .tiff
 - d. **Push notifications - Due by August 1, 2025.** Limited to 140 characters, approx. 20-50 words. Limit one per day.
 - e. **Facebook ad** - Limited to 2,000 words. You may provide a single image (1,200 x 630 pixels) with your ad. Videos not permitted. Please provide a link and tags.
 - f. **Guest blog** - Submit a blog article to be published on the Council’s website blog. Blogs are subject to internal review. **Due by the 5th of each month.**
 - g. **Sponsor email** - Submit email content, call-to-action/link and banner artwork (maximum width 600 pixels). Emails are subject to internal review.

SPONSORSHIP PACKAGES

GOLDEN CDA® KEYNOTE SPONSOR

★ \$35,000 | 2 Sponsors ★

EXCLUSIVE BENEFITS:

- ✧ Opening General Session
- ✧ Closing General Session

PACKAGE BENEFITS:

- ✧ **Three (3) Complimentary Conference Registrations** (Hotel accommodations not included.) *Note: Includes all events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Participant Engagement**
 - 5-minute remarks during the selected general session
 - Sponsorship of the Opening or Closing general session
 - 1 Pre-conference co-branded webinar
- ✧ **Advertising**
 - (3) Ads in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad per month for 3 months (Some restrictions may apply)
 - (1) Full page ad in conference program book
 - (3) Push notifications on EELC App
 - (1) Organic ad on Facebook platform only **OR** (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms
 - Email sent by the Council on behalf of the sponsor to attendees. Sponsor will receive list of qualified leads based on clicks.
- ✧ **Branding/Logo Recognition**
 - Recognition as sponsor of the selected general session
 - Prominent logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on sponsored event presentation slides (if applicable)
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

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 - g. Sponsor email -** Submit email content, call-to-action/link and banner artwork (maximum width 600 pixels). Emails are subject to internal review.

EELC DECADES CELEBRATION SPONSOR

★ \$20,000 | 2 Sponsors ★

OPTION OF (1) PREMIER EVENT:

- ✧ EELC 10th Anniversary Celebration
- ✧ Advocacy and Awards Lunch Ceremony

PACKAGE BENEFITS:

- ✧ **Two (2) Complimentary Conference Registrations (Hotel accommodations not included.)** *Note: Includes all events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Participant Engagement**
 - 3-minute remarks during the selected premier event
 - Sponsorship of one premier event
- ✧ **Advertising**
 - (3) Ads in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad per month for 3 months (Some restrictions may apply)
 - (1) Full page ad in conference program book
 - (3) Push notifications on EELC App
 - (1) Organic ad on Facebook platform only **OR** (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms
 - Email sent by the Council on behalf of the sponsor to attendees. Sponsor will receive list of qualified leads based on clicks.
- ✧ **Branding/Logo Recognition**
 - Recognition as sponsor of the selected premier Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on sponsored event presentation slides (if applicable)
 - Sponsor logo recognition on EELC App

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 - g. **Sponsor email** - Submit email content, call-to-action/link and banner artwork (maximum width 600 pixels). Emails are subject to internal review.

SPONSORSHIP PACKAGES

LEGACY OF LEADERS NETWORK SPONSOR

★ \$15,500 | 2 Sponsors ★

OPTION OF (1) PREMIER EVENT:

- ✧ EELC 10th Anniversary Networking Luncheon
- ✧ Second General Session

PACKAGE BENEFITS:

- ✧ **One (1) Complimentary Conference Registration** **(Hotel accommodations not included.)** *Note: Includes all events and meals. Hotel accommodations must be booked separately by sponsor..*
- ✧ **Participant Engagement**
 - 3-minute remarks during the selected premier event
 - Sponsorship of one premier event
- ✧ **Advertising**
 - (2) Ads in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad per month for 2 months (Some restrictions may apply)
 - (1) Full page ad in conference program book
 - (2) Push notifications on EELC App
 - (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms
 - Email sent by the Council on behalf of the sponsor to attendees. Sponsor will receive list of qualified leads based on clicks.
- ✧ **Branding/Logo Recognition**
 - Recognition as sponsor of the selected premier
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
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 - e. Guest blog -** Submit a blog article to be published on the Council’s website blog. Blogs are subject to internal review. **Due by the 5th of each month.**
 - f. Sponsor email -** Submit email content, call-to-action/link and banner artwork (maximum width 600 pixels). Emails are subject to internal review.

EELC DECADE DINE AROUND SPONSOR

★ \$15,000 | 1 Sponsor ★

EXCLUSIVE BENEFITS:

- ✧ Exclusive sponsorship of the EELC 10th Anniversary Disney Dine Around

PACKAGE BENEFITS:

- ✧ **Two (2) Complimentary Conference Registrations** (**Hotel accommodations not included.**) *Note: Includes all events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Advertising**
 - (2) Ads in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad per month for 2 months (Some restrictions may apply)
 - (1) Full page ad in conference program book
 - (2) Push notifications on EELC App
 - (1) Guest blog featured in monthly CouncilLINK newsletter posted on all social platforms
 - Email sent by the Council on behalf of the sponsor to attendees. Sponsor will receive list of qualified leads based on clicks.
- ✧ **Branding/Logo Recognition**
 - Recognition as the special event sponsor
 - Sponsor logo on gift cards distributed to attendees for the event
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on sponsored event presentation slides (if applicable)
 - Sponsor logo recognition on EELC App

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 - Logo** - Submit high-res logo **due ASAP**.
 - Conference program ad - Due by August 1, 2025.** Full-page ad specifications (width x height):
 - Size: 5.5” x 8.5” inches (without bleed)
 - Size: 5.75” x 8.75” inches (with bleed)
 - Format: .pdf, .eps, .tiff
 - Push notifications - Due by August 1, 2025.** Limited to 140 characters, approx. 20-50 words. Limit one per day.
 - Guest blog** - Submit a blog article to be published on the Council’s website blog. Blogs are subject to internal review. **Due by the 5th of each month.**
 - Sponsor email** - Submit email content, call-to-action/link and banner artwork (maximum width 600 pixels). Emails are subject to internal review.

SPONSORSHIP PACKAGES

CDA PD SPECIALIST™ RECOGNITION SPONSOR

★ \$12,500 | 1 Sponsor ★

EXCLUSIVE BENEFITS:

- ✧ Exclusive sponsorship of the EELC 10th Anniversary CDA PD Specialist™ Luncheon

PACKAGE BENEFITS:

- ✧ **One (1) Complimentary Conference Registration** (**Hotel accommodations not included.**) *Note: Includes all events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Participant Engagement**
 - 3-minute remarks during the EELC 10th Anniversary CDA PD Specialist™ Luncheon
- ✧ **Advertising**
 - (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad for 1 month (Some restrictions may apply)
 - (1) Full page ad in conference program book
 - (1) Push notification on EELC App
- ✧ **Branding/Logo Recognition**
 - Recognition as the special event sponsor
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on sponsored event presentation slides (if applicable)
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

All 2025 EELC advertising will run April 2025 through March 2026. Submit all advertising and related inquiries to Otera Cunha at OteraC@cdacouncil.org.

- 1. Participant Engagement:** Submit all inquiries about hosting and remarks to Julia Quintanilla at JuliaQ@cdacouncil.org.
- 2. Advertising:**
 - a. CouncilLINK Newsletter Ad - Artwork due by the 15th of each month, except November and December ads due by the 5th.** Space is limited and subject to availability. **Top position guaranteed.**
 - **Size:** 600 x 250 pixels (horizontal)
 - Artwork must include “Proud sponsor of the 2025 EELC”
 - Provide the URL your ad will link to.
 - b. Logo - Submit high-res logo due ASAP.**
 - c. Conference program ad - Due by August 1, 2025.** Full-page ad specifications (width x height):
 - Size: 5.5” x 8.5” inches (without bleed)
 - Size: 5.75” x 8.75” inches (with bleed)
 - Format: .pdf, .eps, .tiff
 - d. Push notifications - Due by August 1, 2025.** Limited to 140 characters, approx. 20-50 words. Limit one per day.

PIONEERING INNOVATORS SPONSOR

★ \$9,000 | 2 Sponsors ★

OPTION OF (1) PREMIER EVENT:

- ✧ Exclusive sponsorship of the CDA 50th Anniversary Pre-Conference State Leaders Symposium
- ✧ Closing Breakfast

PACKAGE BENEFITS:

- ✧ **One (1) Full Day Conference Access Pass**
(Hotel accommodations not included.) *Note: Includes day-of events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Participant Engagement**
 - 3-minute remarks during the selected premier event
 - Sponsorship of one premier event
- ✧ **Advertising**
 - (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad for 1 month (Some restrictions may apply)
 - (1) Half page ad in conference program book
- ✧ **Branding/Logo Recognition**
 - Recognition as sponsor of the selected premier
 - Option to provide one branded giveaway for the State Leaders Symposium (Sponsor responsible for providing branded item.)
 - Sponsor logo on certificate for grand prize
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on sponsored event presentation slides (if applicable)
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

All 2025 EELC advertising will run April 2025 through March 2026. Submit all advertising and related inquiries to Otera Cunha at OteraC@cdacouncil.org.

1. **Participant Engagement:** Submit all inquiries about hosting and remarks to Julia Quintanilla at JuliaQ@cdacouncil.org.
2. **Advertising:**
 - a. **CouncilLINK Newsletter Ad - Artwork due by the 15th of each month, except November and December ads due by the 5th.** Space is limited and subject to availability. **Top position guaranteed.**
 - **Size:** 600 x 250 pixels (horizontal)
 - Artwork must include “Proud sponsor of the 2025 EELC”
 - Provide the URL your ad will link to.
 - b. **Logo** - Submit high-res logo **due ASAP**.
 - c. **Conference program ad - Due by August 1, 2025.** Half-page ad specifications (width x height):
 - **Size:** 5.5” x 4.25” inches (without bleed)
 - **Size:** 5.75” x 4.375” inches (with bleed)
 - **Format:** .pdf, .eps, .tiff

LEGACY OF LEADERS SCHOLARSHIP SPONSOR

★ \$4,500 | 3 Sponsors ★

PACKAGE BENEFITS:

- ✦ **Sponsor one (1) EELC 10th Anniversary Scholarship recipient**
- ✦ **Recognition of sponsorship and photo with scholarship recipients at the Advocacy and Awards Lunch Ceremony**
- ✦ **One (1) Full Day Conference Access Pass**
(Hotel accommodations not included.) *Note: Includes day-of events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✦ **Advertising**
 - (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad for 1 month (Some restrictions may apply)
 - (1) Half page ad in conference program book
- ✦ **Branding/Logo Recognition**
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

All 2025 EELC advertising will run April 2025 through March 2026. Submit all advertising and related inquiries to Otera Cunha at OteraC@cdacouncil.org.

1. **Participant Engagement:** Submit all inquiries about hosting and remarks to Julia Quintanilla at JuliaQ@cdacouncil.org.
2. **Advertising:**
 - a. **CouncilLINK Newsletter Ad - Artwork due by the 15th of each month, except November and December ads due by the 5th.** Space is limited and subject to availability. **Top position guaranteed.**
 - **Size:** 600 x 250 pixels (horizontal)
 - Artwork must include “Proud sponsor of the 2025 EELC”
 - Provide the URL your ad will link to.
 - b. **Logo** - Submit high-res logo **due ASAP**.
 - c. **Conference program ad - Due by August 1, 2025.** Half-page ad specifications (width x height):
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 - **Size:** 5.75” x 4.375” inches (with bleed)
 - **Format:** .pdf, .eps, .tiff

LEGACY OF IMPACT PROJECT SPONSOR

★ \$4,500 | 3 Sponsors ★

PACKAGE BENEFITS:

- ✦ **Sponsor CDA 50th Anniversary Service Project Activity**
- ✦ **One (1) Full Day Conference Access Pass**
(Hotel accommodations not included.) *Note: Includes day-of events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✦ **Participant Engagement**
 - Opportunity to interact directly with attendees completing a service project of your choice
- ✦ **Advertising**
 - (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad for 1 month (Some restrictions may apply)
 - (1) Half page ad in conference program book
- ✦ **Branding/Logo Recognition**
 - Option to provide branded collateral for participants (**Sponsor responsible for providing branded item.**)
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

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1. **Participant Engagement:** Submit all inquiries about hosting and remarks to Julia Quintanilla at JuliaQ@cdacouncil.org.
2. **Advertising:**
 - a. **CouncilLINK Newsletter Ad - Artwork due by the 15th of each month, except November and December ads due by the 5th.** Space is limited and subject to availability. **Top position guaranteed.**
 - **Size:** 600 x 250 pixels (horizontal)
 - Artwork must include “Proud sponsor of the 2025 EELC”
 - Provide the URL your ad will link to.
 - b. **Logo** - Submit high-res logo **due ASAP**.
 - c. **Conference program ad - Due by August 1, 2025.** Half-page ad specifications (width x height):
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 - **Size:** 5.75” x 4.375” inches (with bleed)
 - **Format:** .pdf, .eps, .tiff

ECE INVESTORS WELLNESS SPONSOR

\$2,000 | 4 Sponsors

OPTION OF (1) MORNING OR AFTERNOON BREAK:

- ✧ **Thursday, October 9, Morning** - Energy Break
- ✧ **Thursday, October 9, Afternoon** - Power Break
- ✧ **Friday, October 10, Morning** - Energy Break
- ✧ **Friday, October 10, Afternoon** - Power Break

PACKAGE BENEFITS:

- ✧ **One (1) Full Day Conference Access Pass**
(Hotel accommodations not included.) *Note: Includes day-of events and meals. Hotel accommodations must be booked separately by sponsor.*
- ✧ **Advertising**
 - (1) Ad in monthly CouncilLINK newsletter of your choice (350k+ subscribers) – One ad for 1 month (Some restrictions may apply)
 - (1) Half page ad in conference program book
- ✧ **Branding/Logo Recognition**
 - Option to provide branded refreshments and snacks during selected morning or afternoon break **(Sponsor responsible for providing branded refreshments and snacks.)**
 - Sponsor logo recognition on select conference signage, promotional emails, materials and/or webpage
 - Sponsor logo recognition on EELC App

AD SPECIFICATIONS & DEADLINES:

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- 1. Participant Engagement:** Submit all inquiries about hosting and remarks to Julia Quintanilla at JuliaQ@cdacouncil.org.
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 - c. Conference program ad - Due by August 1, 2025.** Half-page ad specifications (width x height):
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 - **Size:** 5.75” x 4.375” inches (with bleed)
 - **Format:** .pdf, .eps, .tiff

VENDOR BOOTH

\$3,000 | Only 10 Spots Available!

Join us for a dynamic exhibition experience, perfect for showcasing your products, demonstrating your services, and engaging directly with attendees in a vibrant atmosphere.

Booth Package Includes:

- (2) Full day conference access passes (Thursday and Friday) (**Hotel accommodations not included.**) *Note: Includes day-of events and meals. Hotel accommodations must be booked separately by sponsor.*
- (1) Full page ad in conference program book (**Due by August 1, 2025**)
 - **Full-page ad specifications** (width x height):
 - ◆ **Size:** 5.5" x 8.5" inches (without bleed)
 - ◆ **Size:** 5.75" x 8.75" inches (with bleed)
 - ◆ **Format:** .pdf, .eps, .tiff
- 6' premium booth space (Two Days)
- One 3' round high-boy table
- Logo featured in the conference program booklet
- Inclusion on our event map
- Complimentary black tablecloth

Note: No pipe and draping allowed behind the table. Pop-up vertical banners are welcome.

This is a fantastic chance to promote products that resonate with our audience, such as books, information, and local culture that align with conference objectives. The Council reserves the right to review applications to ensure alignment with the ECE field. Don't miss your chance to be a part of this exciting event!

À LA CARTE SELECTIONS

\$1,500

(1) Full page ad

\$1,000

(1) Half page ad

\$500

(1) Conference bag insert

(Details provided upon purchase)

LET'S GET
STARTED

THANK YOU FOR PARTNERING WITH US TO SUPPORT THE 2025 EARLY EDUCATORS LEADERSHIP CONFERENCE (EELC)

Elevate your brand and become a sponsor of the 2025 EELC!
Together, we will celebrate the 50-year legacy of the CDA® Credential
and empower the next generation of ECE leaders.

Please click the link or scan the QR code below to
complete the [Sponsorship Commitment Form](#) online.



All conference sponsorship opportunities are first come, first served.

Questions? Please contact:

Angela Broussard at AngelaB@cdacouncil.org

Sandra Kowalchek at SandraK@cdacouncil.org

COUNCIL
— for —
PROFESSIONAL
RECOGNITION

