



Connecting the Dots...
turning knowledge into action



**Prevent Child Abuse
America**

Sponsorship Opportunities

2008 National Conference
May 19-22, 2008

Midwest Airlines Center in Milwaukee, Wisconsin

Introduction

Prevent Child Abuse America

Prevent Child Abuse America is the nation's leading organization working solely to prevent the abuse and neglect of our nation's children, founded in 1972. Through our chapters in 41 states and our voluntary home visitation services provided by Healthy Families America® in more than 400 communities nationwide, Prevent Child Abuse America helps provide healthy, safe and nurturing experiences for more than 100,000 families every year.

Healthy Families America, our signature prevention program, offers free at-home visits on a weekly basis for expectant and new parents. Among families enrolled in Healthy Families America, we are finding that there is an increase in:

- More children getting access to primary care medical services;
- Immunization rates and the utilization of prenatal care;
- School readiness and parent-child interaction;
- Parental functioning and financial independence; and,
- Child well-being (i.e., a reduction in child maltreatment).

In the course of its three-plus decades, PCA America has led public awareness and education efforts that established child abuse and neglect as an important social issue and provided parents with information about a wide range of topics, including alternative discipline strategies and handling the stress of parenting. As the leading publisher of materials on the subject of child abuse and neglect prevention, our library of more than 70 publications is used nationwide.

To learn more about PCA America, please visit www.preventchildabuse.org.

About the National Conference

Bi-annually, PCA America convenes a national conference that offers education and training on the latest research and practices in the child abuse prevention field. Attended by at least 1,500 professionals and volunteers from within the PCA America family and beyond – *individuals who touch the lives of at least 100,000 families every year* – our national conference represents the largest gathering in the U.S. dedicated solely to child abuse and neglect prevention information and education.

In May 2008, our National Conference brings us to the Midwest Airlines Center in Milwaukee, Wisconsin. From our opening session on Monday, May 19, through the closing



ceremony on Thursday, May 22, our attendees will be offered an impressive spectrum of more than 90 workshops, keynote addresses delivered by distinguished national leaders and networking opportunities unlike any other within our field.

Why Sponsor This Conference?

There are many reasons from a marketing standpoint why it makes sense to support the 2008 Prevent Child Abuse America National Conference. Your company will have the opportunity to:

- Enhance brand loyalty and reach new consumers: Establish a branded presence among 1,500 professionals who work with more than 100,000 families every year, often right at the time when those families are making the purchasing decisions for the care of their newborn children.
- Demonstrate new products: Introduce your leading products or services in a highly personalized environment.
- Drive traffic: Distribute product samples, coupons and/or branded literature to help drive traffic to your stores or to your brands.
- Reinforce your commitment to our nation's children: Remember, every child deserves a chance at a healthy, normal life. Your support will help to improve and expand the critical services we provide in communities nationwide.
- Partner with a leader: Benefit from being recognized as a supporter of the country's leading child abuse prevention organization.

The sponsorship opportunities are divided into the three following categories. Using these options as a guide, we will do our utmost to create the most customized experience possible for your brand in order to satisfy your marketing objectives.

- Educational Programming and Networking
- Community Service Project
- Special Opportunities

Educational Programming & Networking

Function	Estimated Attendance, Cost, Sponsorship Category
Opening General Session Monday, May 19	Est. Attendance: 1,500+
Plenary Session Tuesday, May 20	Est. Attendance: 1,500+
Plenary Session Wednesday, May 21	Est. Attendance: 1,500+
Closing General Session Thursday, May 22	Est. Attendance: 1,200+
<p>Each session will feature one or more nationally prominent speakers (to be determined) addressing the full body of the Conference.</p> <p>Sponsors will receive:</p> <ul style="list-style-type: none">• Prominent display of name/logos within the ballroom, on session signage and within all applicable Conference materials• Recognition from the podium and the opportunity to introduce keynote speaker and deliver brief remarks• The opportunity to distribute product samples, materials and/or coupons to all attendees• All additional benefits for Participating Sponsors (see page 10)	Cost: \$10,000 Each Category: Participating Sponsor

Standout Sessions

Monday, May 19, to Thursday, May 22

Each day of the conference will feature a standout session, an educational session bigger than a workshop due to the renown of the speaker or importance or complexity of the topic, but smaller and more focused than a general session. Topics in development now.

Sponsors will receive:

- Prominent display of name/logos within the room, on session signage and within all applicable Conference materials
- Recognition from the podium and the opportunity to introduce session and deliver brief remarks
- The opportunity to distribute product samples, materials and/or coupons to all attendees
- All additional benefits for Participating Sponsors (see page 10)

Est. Attendance: 300 per session

Cost: \$7,500 Each

Category: Participating Sponsor

Workshop Tracks

Monday, May 19, to Thursday, May 22

Each track, which includes a range of five to 30 breakout sessions, offers sponsors the opportunity to demonstrate their support of a particular subject area, consistent with their business' or foundation's priorities. Our National Conference will feature the following tracks: Effective Prevention Strategies and Practices; Research, Knowledge and Innovation; Practical Applications for Service Provision; Parent Education and Support; Non-Profit Management, Leadership and Organizational Culture; Capacity Building; Wellness

Sponsors will receive (for their specific tracks):

- Display of name/logos within the meeting rooms, on session signage and within all applicable Conference materials
- The opportunity to introduce the speaker and deliver brief remarks
- The opportunity to distribute product samples, materials and/or coupons to all track attendees
- All additional benefits for Benefactors or Participating Sponsors (see page 10)

Est. Attendance:

50 – 200 per breakout session

Cost Per Track:

- **5-10 breakouts: \$2,500**

Category: Benefactor

- **11-19 breakouts: \$5,000**

Category: Benefactor

- **20-30 breakouts: \$7,500**

Category: Participating Sponsor

Welcome Reception

Sunday, May 18

Attendees will be treated to a welcome reception on the eve of the conference at the Hilton Milwaukee City Center. The reception, which will feature highlights of Milwaukee area tourism and attractions, would be the perfect opportunity for a Milwaukee-based company to help us highlight to attendees all that the city has to offer.

The sponsor will receive:

- Prominent display of name/logos within and around the reception, on session signage and within all applicable Conference materials
- Recognition from the podium and the opportunity to deliver brief remarks
- The opportunity to distribute materials, coupons and/or product samples to attendees, conduct product demos and/or hold raffles/contests
- All additional benefits for Participating Sponsors (see page 10)

Est. Attendance: 1,000+

Cost: \$10,000

Category: Participating Sponsor

Wellness Series

Monday, May 19, to Thursday, May 22

For professionals who dedicate their lives to helping others, it can often be a challenge to find time to take equally good care of themselves. Therefore, we will offer attendees a series of fitness classes, spa services and seminars to help them learn ways in which to achieve greater balance in life and practice self-care. This series represents a unique sponsorship opportunity for companies operating within the health or wellness fields.

The sponsor will receive:

- Display of name/logos within the activity area, on session signage and within all applicable Conference materials
- The opportunity to distribute product samples, materials and/or coupons to all track attendees
- All additional benefits for Friend or Benefactor levels (see page 10)

Est. Attendance: 500 – 1,000

Cost Per Activity:

- **Fitness classes: \$1,500**

Category: Friend

- **Spa services: \$3,000**

Category: Benefactor

- **Seminars: \$3,000**

Category: Benefactor

Community Service Project

Function

Estimated Attendance, Cost, Sponsorship Category

Community Service Project

Est. Attendance: 250 to 500

Sunday, May 18

In partnership with Prevent Child Abuse Wisconsin, we will conduct a community service project in an under-served neighborhood of Milwaukee during the pre-conference period. Conference attendees will gather to refurbish a school room, clean-up or repair a playground or some other similar project to give back to the community while in town. This is an opportunity for a corporate sponsor - with a strong presence in Milwaukee or looking to establish one - to "own" this event.

The sponsor will receive:

- Prominent recognition in all media relations efforts promoting the project
- Recognition on-site at the project, including any of its own signage it would like displayed, and at the Conference
- The opportunity to invite its own employees to volunteer at the project, thus providing them with the chance to conduct community service (which many companies ask of their employees) and have the company receive ample acknowledgment for it
- Placement of a plaque or sign at the project site to commemorate in perpetuity the sponsor's and PCA America's contributions that day (as allowed by the local organization)
- Acknowledgment in all applicable Conference materials
- All additional benefits for Supporting Sponsors (see page 9)

Cost: \$25,000

Category: Supporting Sponsor

Special Opportunities

Afternoon Refreshment Breaks

Monday, May 19, to Wednesday, May 21

Est. Attendance: 1,500+ per break

Each afternoon during the Conference, attendees will be offered a refreshment break. These breaks represent a unique opportunity for sponsors to create a branded presence among attendees.

Sponsors will receive:

- Display of name/logos within the break area and on session signage
- The opportunity to:
 - Conduct product demos and have direct interaction with attendees
 - Distribute materials, coupons and/or product samples to attendees
 - Hold raffles/giveaways of products/services
- Recognition within all applicable Conference materials
- All additional benefits for Participating Sponsors or Benefactors (see page 10)

Cost:
\$5,000 Each
Category: Benefactor

\$12,000 for All Three
Category: Participating Sponsor

Continental Breakfasts

Monday, May 19, to Thursday, May 22

Est. Attendance: 1,500+ per breakfast

Each morning (four days), attendees will be offered a continental breakfast complete with pastries and/or fruit and assorted beverages. These breakfasts represent a unique opportunity for sponsors to create a branded presence among attendees and have attendees start their day, each day, with your company.

Sponsors will receive:

- Display of name/logos within the breakfast area and on session signage
- The opportunity to:
 - Conduct product demos and have direct interaction with attendees
 - Distribute materials, coupons and/or product samples to attendees
 - Hold raffles/giveaways of products/services
- Recognition within all applicable Conference materials
- All additional benefits for Contributing Sponsors or Benefactors (see page 10)

Cost:
\$6,000 Each
Category: Benefactor

\$20,000 for All Four
Category: Contributing Sponsor

Internet Café

Monday, May 19, to Thursday, May 22

During the Conference we will offer attendees an Internet Café, complete with five or more computer stations with Internet connectivity and related equipment such as a printer and fax machine. This is a unique opportunity for a technology-focused company to display and promote its products and services, educate attendees on Internet technology and distribute promotional materials to potential new clients.

Sponsors will receive:

- Naming rights for the Café
- The opportunity to conduct product demos, display signage, distribute materials, coupons and/or product samples within the Café, and/or hold raffles/contests for special prizes
- Prominent recognition within all applicable Conference materials
- All additional benefits for Participating Sponsors (see page 10)

**Est. Attendance: 1,000-1,500
(multiple impressions)**

Cost: \$10,000

Category: Participating Sponsor

Conference Tote Bags or Backpacks

For a company that wishes to make a lasting impression on attendees during the Conference and for years to come as they continue to use the bag, we invite you to consider sponsoring the attendee tote bags or backpacks.

Sponsors will receive:

- Primary logo recognition on all bags
- The opportunity to insert any samples and/or promotional materials of their choosing in the tote bags
- Prominent recognition within all applicable Conference materials
- All additional benefits for Benefactors (see page 10)

**Est. Attendance: 1,700
(including attendees, staff, speakers and volunteers)**

Cost: \$6,000 (or in-kind donation of branded corporate bags)

Category: Benefactor

Conference T-Shirts

One of the more popular items among attendees are the Conference t-shirts. This is an opportunity for your company to enjoy recognition on all t-shirts, thus providing your company with recognition long after the end of the Conference.

The sponsor will receive:

- Primary logo recognition on all t-shirts
- The opportunity to insert any samples and/or promotional materials of their choosing in Conference tote bags
- Prominent recognition within all applicable Conference materials
- All additional benefits for Benefactors (see page 10)

**Est. Attendance: 1,700
(including attendees, staff, speakers
and volunteers)**

**Cost: \$6,000 (or in-kind donation of
branded t-shirts)
Category: Benefactor**

Lanyards

To remain top-of-mind among attendees for the duration of the conference (and beyond), we invite your company to provide the in-kind donation of corporate-branded lanyards or sponsor the production of Conference lanyards that would prominently feature your company's logo.

The sponsor will receive:

- Primary logo recognition on all lanyards
- The opportunity to insert samples and/or promotional materials in Conference tote bags
- Prominent recognition within all applicable Conference materials
- All additional benefits for Benefactors (see page 10)

**Est. Attendance: 1,700
(including attendees, staff, speakers
and volunteers)**

**Cost: \$6,000 (or in-kind donation
of branded corporate lanyards)
Category: Benefactor**

Notepads & Pens

This is an easy way to make an impression upon conference attendees by providing an in-kind donation of branded notepads and pens or underwriting the purchase of these materials.

The sponsor will receive:

- Recognition on all items (where possible)
- The opportunity to insert additional promotional materials in tote bags
- Recognition within all applicable Conference materials
- All additional benefits for Benefactors (see page 10)

**Est. Attendance: 1,700
(including attendees, staff, speakers
and volunteers)**

**Cost: \$3,000 (or in-kind donation of
branded notepads and pens)
Category: Benefactor**

Additional Sponsorship Benefits

Presenting Sponsor

\$50,000 and up

- Availability: One
- Prominent recognition as presenting sponsor on-site and within all Conference materials, including (depending on when agreement is reached) registration and regular Conference mailings (reaching 12,000 people), email communications about the conference, hallway placards and Conference merchandise such as tote bags and binders
- Exclusive sponsor of opening and closing general sessions, including signage, acknowledgement during function and distribution of branded materials to attendees
- Unique presence within the Resource Marketplace to distribute branded materials and/or demonstrate products (to be negotiated with sponsor)
- Two full-page ads within Conference program
- Inclusion of product samples and/or literature within Conference tote bags
- Exclusive one-time usage of Conference attendee list
- Two complimentary booths within Resource Marketplace
- Five complimentary Conference registrations
- Recognition on, and link to, Prevent Child Abuse America web site
- Recognition within press materials, national electronic newsletter and annual report
- Right of first refusal for sponsorship of 2010 National Conference at this level

Supporting Sponsor

\$25,000 to \$49,999

- Recognition as supporting sponsor on-site and within all Conference materials, including (depending on when agreement is reached) registration and regular Conference mailings (reaching 12,000 people), email communications about the Conference, hallway placards and Conference merchandise such as tote bags and binders
- One full-page ad within Conference program
- Inclusion of product samples and/or literature within conference tote bags
- One complimentary booth within Resource Marketplace
- Three complimentary Conference registrations
- Recognition on, and link to, Prevent Child Abuse America web site
- Recognition within press materials, national newsletter, web site and annual report
- Right of first refusal for sponsorship of 2010 National Conference at this level

Contributing Sponsor

\$15,000 to \$24,999

- Recognition on-site and within Conference materials, which may include (depending on when contract signed) registration and regular Conference mailings (reaching 12,000 people) and email communications
- One half-page ad within Conference program
- Inclusion of product samples and/or literature within Conference tote bags
- One complimentary booth within Resource Marketplace
- Two complimentary Conference registrations
- Recognition on, and link to, Prevent Child Abuse America web site
- Recognition within press materials
- Right of first refusal for sponsorship of 2010 National Conference at this level

Participating Sponsor

\$7,500 to \$14,999

- Recognition on-site and within Conference program
- One half-page ad within Conference program
- Inclusion of product samples and/or literature within Conference tote bags
- One complimentary Conference registration
- Recognition on, and link to, Prevent Child Abuse America web site
- Recognition within press materials

Benefactor

\$2,500 to \$7,499

- Recognition on-site and within Conference program
- One half-page ad within Conference program
- One complimentary Conference registration
- Recognition on, and link to, Prevent Child Abuse America web site

Friend

\$1,000 to \$2,499

- Recognition on-site and within Conference program
- One complimentary Conference registration
- Recognition on, and link to, Prevent Child Abuse America web site

In-Kind Donations

- We welcome in-kind donations, including printing services, tote bags, transportation services and items to be inserted into Conference tote bags such as product samples, toys, writing utensils, etc.
- Recognition within Conference binder

Prevent Child Abuse America
Sponsorship Agreement

2008 National Conference
May 19-22, 2008



We would like to sponsor the following:

Function Name(s)	Date(s)	Cost
Total		

Contact Information:

Name: _____

Position/Title: _____

Company/Organization: _____

Street Address: _____

Phone: _____ Fax: _____

E-Mail: _____

Please direct all questions and/or return completed forms to:

Matt Feldman
Director of Corporate Partnerships
Prevent Child Abuse America
500 N. Michigan Avenue, Suite 200
Chicago, IL 60611
Phone: 312.334.6861
Fax: 312.939.8962
E-Mail: mfeldman@preventchildabuse.org

Your signed sponsorship agreement grants PCA America the use of your logo (as submitted) on all National Conference print and electronic elements, per the benefits of your specific sponsorship package, in favorable placements of our choosing on those elements.

Sponsors will be invoiced upon our receipt of this completed form, and all sponsorship benefits will begin when payment is received by Prevent Child Abuse America.
Please make checks out to **Prevent Child Abuse America**.