



# 2022 Partnership Opportunities



Florida Association for the  
Education of Young Children

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#flaeyc22

# Greetings from our Executive Director

FLAEYC seeks to celebrate, educate, and advocate for young children, families, and early childhood professionals. We accomplish this through providing a variety of programs and services to the Florida early childhood community. Achieving our goals and executing our mission requires strong partnerships with like minded organizations committed to ensuring all young children have access to high-quality early childhood education and to advancing a diverse, well-prepared, and appropriately compensated early childhood workforce.

We are re-visioning sponsorship opportunities at FLAEYC with a focus on building partnerships that drive our mission in strategic and creative ways. Perhaps one of the biggest lessons learned over the past two years is the need for flexibility. In this spirit, we are introducing annual partnership opportunities that allow our partners and us to better meet the needs of the early childhood field.

We invite you to join us as an annual partner, conference-specific exhibitor or Race for Resilience Sponsor. These opportunities allow you the ability to help us carry out our mission and vision. Enclosed you will find information about our new partnership opportunities, including the ability to earn exclusive access to specific benefits and recognition. Take a look and let us know how you would like to work together.

Together, we can achieve great things on behalf of young children, their families, and early childhood professionals!



Chris Duggan  
*Executive Director*



## PROMOTING VALUE

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High-quality early childhood education is recognized as critical and essential to the immediate and future needs of young children, families, and society.

## ADVANCING THE PROFESSION

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Early Childhood Educators and Professionals are effective, diverse, well-prepared, and well-compensated.

## ENSURING ACCESS & QUALITY

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All children, birth through age 8, have equitable access to developmentally appropriate, high-quality early childhood education.

## PRACTICING EQUITY

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Equity, diversity, and inclusion are practiced and promoted within the organization and the early childhood field. More importantly, so is belonging.

## INCREASING REGONITION

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FLAEYC is a highly valued, credible, and visible organization.

## EQUIPPING THE ORGANIZATION

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FLAEYC is equipped and supported with the operational resources, systems, and policies necessary to execute the mission and vision of the organization.





# Annual Partnerships

FLAEYC accomplishes important work throughout the year on behalf of young children, their families, and early childhood professionals. This includes partnering with state agencies and legislators to champion policy changes, promoting equity and diversity within our organization and the early childhood field, supporting early childhood professionals through trainings and education advancement, and much more.

As an annual partner, we invite you to identify the goals and strategies we have for Florida's early childhood care and education field that align with your organization's mission. Our partnership will focus on executing these strategies together to support the work of FLAEYC and drive meaningful change. Your investment will be specific and your impact measurable.

In appreciation for your partnership, you will be provided with opportunities to network and connect with FLAEYC members. To ensure your needs are met, our partnership packages offer a high degree of flexibility. Each partnership level is designed to allow you to "choose your own adventure" in terms of marketing and networking options. Partners at the highest level will also enjoy specific, exclusive benefits not available to others.

If your organization is looking to drive change and promote the highest quality early childhood experiences, consider being an annual partner. We are open to creative and innovative partnerships. And to that end are willing to work with you to design partnership opportunities that meet your needs.

Reach out and let's partner together!

# Annual Partnerships Impact Events

## **Race for Resilience**

*April 2022*

The Race for Resilience is a virtual move-a-thon during the national Week of the Young Child that honors and celebrates the essential role childcare professionals play in preparing our children for kindergarten success and beyond. Annual partners are cobranded on all event materials and will receive widespread social media tagging and web recognition.

## **Pop-Up Summit Series**

*May - June 2022*

The summit series is a set of single day events that "pop-up" regionally to give early childhood educators and center directors access to conference quality speakers without the travel expense of attending a statewide conference. The series also grants annual partners exclusive access to each market with dedicated time on each agenda to demo resources and/or tools designed for the early childhood professional.

## **Leadership FLAEYC**

*July - October 2022*

Designed for emerging leaders, this four-month training course combines webinars, networking forums, and one-to-one coaching sessions to help early childhood educators and advocates acquire leadership skills, build emotional intelligence, and implement strategies for effective community engagement that promotes inclusion and belonging. Annual partners who opt in are paired up with participants to support individual and team demonstration projects. Projects may include seminars, peer-to-peer focus groups, marketing campaigns, publications and more.

## **Annual Conference**

*October 2022*

The FLAEYC Annual Conference brings together hundreds of early childhood educators, center directors and program administrators, college and university faculty, and students for three days of professional development and networking. Being an annual partner of this event grants all exhibitor benefits plus exclusive access to additional benefits including speaking opportunities, branding on conference bags and events, invitations to special events and more.



# Annual Partnership Ongoing Impact Activities

## **Accreditation Facilitation Program**

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FLAEYC is committed to supporting the availability and accessibility of the highest standard in quality early childhood care and education. As Florida's only NAEYC accreditation facilitation program, we provide technical assistance and other support to programs working on NAEYC Accreditation through individually tailored services. This also includes supporting child care centers, preschools and other early learning programs invest in efforts to raise program quality or seek recognition for quality that they have already achieved. Annual partnership allows members to access group-focused support at no cost. This includes partner recognition on NAEYC accreditation webinars and monthly member spotlights.

## **FLAEYC Advocacy Coalition**

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The FLAEYC mission is rooted in advocacy for Florida's youngest learners, their families and the men and women who work tirelessly to ensure their success in school and life. The FLAEYC Advocacy Coalition operationalizes that mission by providing a platform and the necessary supports to help the often overlooked early care and education field join together and lift its voice in state and national policy discussions. Annual partners have the opportunity to co-brand training and advocacy materials, engage directly with the coalition of advocates, and serve on our awards selection committee to recognize local advocates in meaningful ways.



## **State and Regional Chapters**

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Our membership is diverse in demographics, geography, experience and interests. As such, we support several affinity groups that gather regionally or virtually to connect with and support one another, share resources, and collaborate on training. Annual partners are invited to share and/or test new resources, materials, information or opportunities with these groups.

*Ready to partner? Visit us online or contact [holly@flaeyc.org](mailto:holly@flaeyc.org).*



# Annual Partnership Levels & Benefits

## All Level Benefits

- Social media shout out by FLAIEYC in association with all selected impact events
- Logo inclusion on all FLAIEYC branded materials for selected impact events
- Branded backlinks on FLAIEYC website and selected impact event portals
- Exhibitor package at conference

## A la Carte Benefits

- Choose one:
  - Full-page, color advertisement in Conference program
  - Brief speaking opportunity during Conference keynote session\*
- Choose one:
  - Half-page, color advertisement in Conference program
  - Keynote session sponsorship recognition during Conference\*
- Choose one:
  - Leadership FLAIEYC demonstration project partner
  - Host a webinar or special event\*
- Speaking opportunity at a non-Conference event or activity
- Two branded emails distributed to FLAIEYC's full listserv (approx. 18,000 recipients)\*
- Branded and boosted social media post (including video) on FLAIEYC platforms\*^
- Branded insert in Conference bag
- Push notification announcement on Conference app

\*timing established with FLAIEYC team  
^boost applies to Facebook only

## Platinum

\$10,000

Limited to four partners with sector specific exclusivity  
Top level logo inclusion on all impact events  
Choice of five a la carte benefits  
Choice of three impact activity opportunities\*  
+Premium Conference Booth space  
+Special event invite with FLAIEYC Board\*  
+Conference Bag Sponsor Spot

## Gold

\$7,000

Logo inclusion on all impact events  
Choice of four a la carte benefits  
Choice of two impact activity opportunities\*  
+Premium Conference Booth space  
+Special event invite with FLAIEYC Board\*

## Silver

\$4,000

Logo inclusion on three impact events  
Choice of three a la carte benefits  
Choice of one impact activity opportunity\*  
+Annual Conference Booth space





# Conference Exhibitors

FLAEYC is excited to return to an in-person Conference at the Jacksonville Hyatt Regency Riverside on October 13-16, 2022. This event is a welcome return for early childhood professionals to come together for tailored professional development and long-overdue networking. It will feel much like a family reunion for many. We are looking forward to connecting with members of the early childhood community, including vendors and partners.

FLAEYC has three opportunities for those agencies and organizations not interested in an annual partnership at this time. All three levels provide flexibility and the ability to connect and engage with attendees during the annual Conference.

Standard Exhibitor	\$1,500
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- Standard 8 x 10 booth space
- Listing in Conference program and app
- Logo visibility on vendor hall signage and keynote session carousel
- Branded website backlink
- Contact list for all attendees after Conference
- Includes 2 exhibitor passes

Nonprofit Exhibitor	\$750
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- Tabletop exhibit space
- Listing in Conference program and app
- Logo visibility on vendor hall signage
- Branded website backlink
- Includes 1 exhibitor pass

Friend of FLAEYC	\$250
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- Listing in Conference program and app
- Branded website backlink

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# Race Sponsors



If you are not ready to make an annual commitment, but still want to support the early care and education field, consider joining us for the Week of the Young Child as a 'Race for Resilience' Team Sponsor.

Silver Slinky of Support 🌀 \$250

- Logo/name included on event marketing materials including registration platform and back of t-shirts
- Social media shout out
- Two complimentary race registrations

Rainbow Slinky of Strength 🌈 \$500

- Everything above AND two race t-shirts

Giant Slinky of Hope 🌀 \$1,000

- Everything above plus two additional t-shirts and complimentary race t-shirts

All sponsorship and exhibitor agreements will be subject to a 3.5% administrative fee. This fee is waived for annual partners.





The Florida Association for the Education of Young Children (FLAEYC) is a professional membership association that works to increase access to high-quality early childhood education and to advance a diverse, well-prepared and well-compensated early childhood profession. With more than 3,200 members, FLAEYC the largest membership organization in the state of Florida for early childhood professionals and is committed to providing programs and services that equitably meet the needs of young children, their families, and early childhood professionals.

An Affiliate of  
**SECA**

An Affiliate  
of **naeyc**