

CHILD CARE REIMAGINED: 2020 Sponsorship Opportunities



Kris Murray

President & Founder – The Child Care Success Company

Thank You for Joining Us Today!

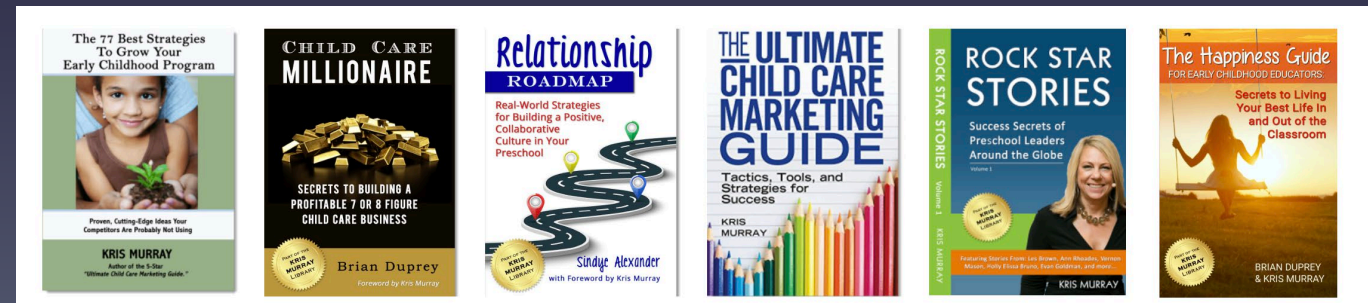
Our Agenda for the Next Hour

- The Landscape: Why We're Shifting to a Virtual Event
- Huge WINS in Virtual Event World Happening Now: BARI B.
- The Opportunity for You & Your Company
- The Package
- Open Q&A

Kris Murray

Coach – Entrepreneur – Author – Mom

- Top business coach exclusively for early childhood industry
- Host of the leading podcast ***Child Care Rockstar Radio*** (Just surpassed 60,000 downloads)
- Founder of The Child Care Success Academy – year over year growth over 55% (240 ECE client companies are members)



How We Make a Difference

One School Owner at a Time



Meet the Team

- Ronnae Williams– Partner / Sponsor Sales
 - Your primary point of contact
 - ronnae@childcaresuccess.com



- Diane Markowitz – COO
 - diane@childcaresuccess.com
 - General event & team support



Meet the Team

Bari Baumgardner – Event Expert & SAGE President

- Leading the way in today's VIRTUAL events
- Recently led virtual events for Tony Robbins, Pete Vargas, Russell Brunson, and other huge event hosts





The Child Care Success Summit
Proudly Presents:

CHILD CARE *Reimagined*

A virtual Summit experience with a
Kris Murray twist!

October 14th - 16th, 2020

Join These Celebrated Keynote Speakers for our 3-Day Virtual Event

Simon Sinek • Kris Murray • Trent Shelton



Why We've Gone **Virtual** This Year

- Still huge safety concerns & **fears** due to COVID
- **Unable** to have the event we are used to with masks and social distancing rules in effect
- Would be a huge undertaking for a small return on effort and potentially poor customer and sponsor experience

Why We've Gone Virtual This Year

Even more exciting and importantly....

- **Virtual Events are BOOMING** and allow hosts and sponsors to do new, innovative, exciting things!
- We're **very excited** to explore this model, with a handful of partners!

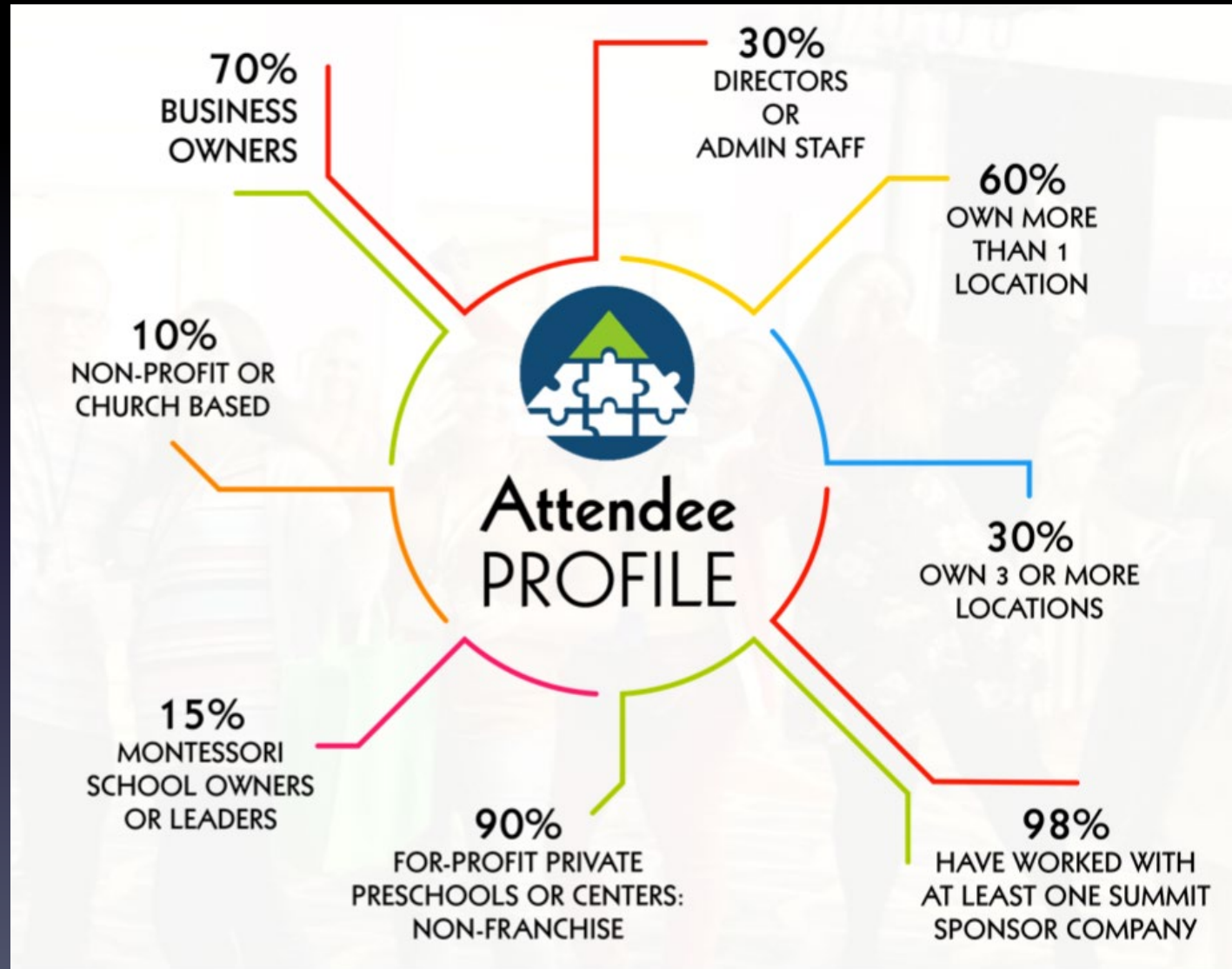
Why We've Gone Virtual This Year



Bari will share with us some Success Stories of other virtual events who are typically traditional in-person summits

Attendee Profile

Multi-Site Owners in High Growth Mode = Spenders



National ECE Conference Comparison

| Conference | Total Attendance | # of Owners (estimated) | # of Directors / Admin (estimated) | Basic Booth Package Price | "Investment per Owner Present" |
|---|------------------|-------------------------|------------------------------------|---------------------------|--------------------------------|
| NAEYC Annual | 10,000 | 200 | 900 | \$2,500 | \$12.50 |
| NAEYC Professional Learning Institute | 2,100 | 50 | 600 | \$1,750 | \$35.00 |
| AELL (Assoc. of Early Learning Leaders) | 475 | 75 | 400 | \$1,500 | \$20.00 |
| CHILD CARE SUCCESS SUMMIT | 900 | 600 | 300 | \$4,000 | \$6.66 |

*Success Summit REIMAGINED will likely attract up to
DOUBLE the number of attendees and units as a
traditional in-person event!*

Proposed Virtual Event
Schedule
(Subject to Change):

One Day Earlier Start (Wed-Fri)
October 14-16

11 am – 7 pm ET

The Opportunity:

1 Fantastic Package
\$10K each

MAX: 10 great partners
Bonus: No Travel Costs and Much
Lower Staffing Costs!

The “Reimagined” Sponsor Package



- Digital Vendor ‘Booth’ During designated Breaks
 - Day 1-3 Lunch Breaks: 2:00pm-3:00pm ET
 - Day 1 Dinner Break: 6:00pm-7:00pm ET
- **Sponsor Case Study from Kris on Stage (5 min mention) with logo on lower third**
- **Sponsor Leads for Attendees who Visit Booth provided post Event**
- **Sponsor Booth Playbook & 1 Hour Training on Playbook**
- **Pre-Event 10-min (zoom) interview hosted on CCSC Youtube - replayed on CCSC Facebook, CCSC Blog 2 weeks prior to event**
- Logo on the Digital Sponsor Hall Page of the Dashboard
- Logo on Summit Webpage
- Half Page Ad in Conference Workbook



Sponsor 'Booth'

Button on Main Page
of Dashboard to
Access all Sponsors



VISIT THE DIGITAL SPONSOR HALL

SAGE PREFERRED VENDOR PARTNERS



Brand Elevate has been in business 22 years, handling all of your printing needs: Custom Packaging and Fulfillment Services, Direct mailings, Banners and Signage. Brand Elevate's goal is to make the fulfillment process as simple as possible for you. Each of our clients is given his or her own dedicated shipping manager that knows every detail of their unique product.

What does BrandElevate Believe is Too Important? *

- ☐ Brand, Quality, & Time
- ☐ Brand, Time, & Resources
- ☐ Brand, Team, & People
- ☐ Brand, Money, & Resources

Submit My Answer

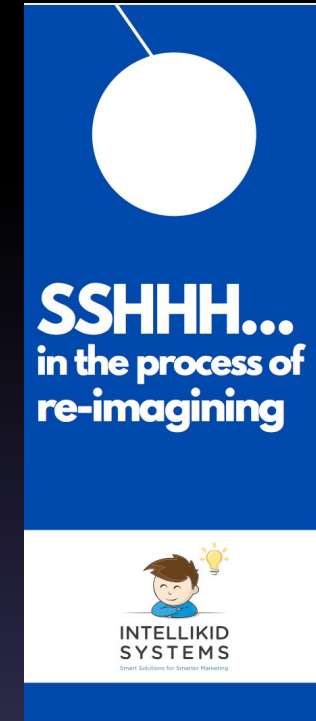


VISIT BRAND ELEVATE
BOOTH

Sponsor Upgrades

Door Hanger Sponsor

- Logo on Door Hanger Sent in Swag Box
 - 8.5x3.5 inches
 - 100# Cover - 2 Sided
 - Co-Branded



Swag Box Sponsor

- Logo on All Attendee's Swag Box (Co-Branded)



Golden Ticket

- Branded Flier in Golden Ticket Envelope in each attendee's Swag Box
- Pull Winner "on stage" with Kris (Virtually)



Lunch Sponsor

- Stage Endorsement during lunch (2 available)



Book Mark

- Logo on Custom Bookmark
- Stage Mention of Book Sales & Visit Booth



Breakfast

- Main Stage Mention During Kris's Breakfast Q&A
- Co-Branded Coffee Mug



Cocktails & Conversations

- Co-Branded Cocktail Kit & Menu Card
- Main Stage Mention During Cocktails & Conversations



We Fill This Event Each Year with **Decision Makers who Spend \$\$\$...** So You Can Grow

- We spend thousands in marketing costs, **filling the VIRTUAL room with decision makers and high end clients**
- *You get to benefit from our hard work, marketing, growing, and filling this event*

Determine Your ROI Goals

- What is your *year one* customer value?
- What is your *lifetime* customer value?
- Case study: “We typically charge \$1,000 a month, so our year one client value is \$12K.”
- How many new clients or customers do you need to **make this event profitable and worth your time? 5? 10? One?**
- **Possible goal:** “we’re going to gain at least 5 new clients from this event, so we can comfortably invest \$10K in this event to gain an average of \$60K in year one.”

How to Get Started



COACHING ▾ PRODUCTS ▾ EVENTS PODCAST BLOG ABOUT US ▾

Yes! I'm In!

I'm Ready to Sponsor Kris Murray's Virtual Event

Child Care Reimagined: The Success Summit 2020

Hold Your Space with a Deposit of \$1000 Today.
The Balance is Due September 15th, 2020.



I'm In! - Pay my Deposit Now!

I Have a Few Questions
I'd Like to Talk To Ronnae First.



Book a Call on Ronnae's Calendar Now.

How to Get Started

- Go here now: <https://bit.ly/kmsponsor>
- Put your \$1K deposit down, OR Schedule a call with Ronnae on our team to secure your spot
- Webinar replay will also be on this page

Open Q&A

(Unmute or use chat window to type in questions)

Get Started Now – Spots Will Likely Fill Up

- Claim one of our 10 spots with a \$1,000 deposit
- Remainder due by September 15
- <https://bit.ly/kmsponsor>

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