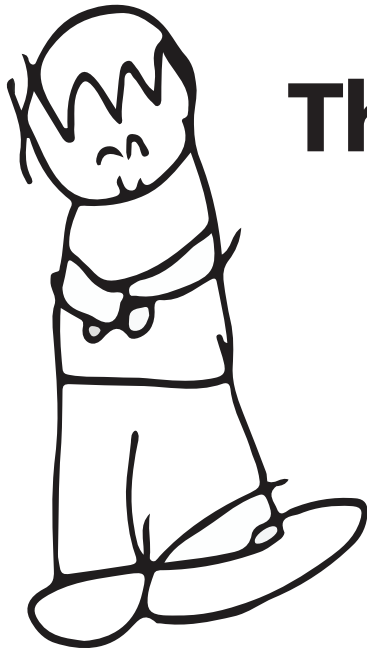


Wisconsin Family Ties



The 30th Annual Children Come First Conference

Glacier Canyon Lodge • Wisconsin Dells • November 11-12, 2019

Sponsor and Exhibitor Guide

An Invitation to Partner with Wisconsin Family Ties

Wisconsin Family Ties cordially invites you to sponsor the **30th Annual Children Come First Conference** being held in Wisconsin Dells on November 11-12, 2019. Your sponsorship will improve the lives of youth with mental health needs through this unique training opportunity for young people and the adults who care for / work with them.

Sponsorship will align your brand with an important health and wellness message while supporting some of our most vulnerable youth. Many experts believe that children's mental health is the most important factor in a child's social and cognitive development. According to the World Health Organization, mental disorders are the single most common cause of disability in young people. Half of the lifetime cases of mental illness begin by the age of 14; three-quarters have begun by the age of 24.

Children with mental health challenges can have problems at home, in school, in the community. Left unaddressed, these issues can have lifelong impacts for the child, such as failing to complete high school and limiting their employment opportunities; as well as costly consequences for society, including higher rates of incarceration and homelessness. Your support will help over 800 people learn effective, humane ways to prevent these dire societal outcomes.

Your organization's sponsorship will be recognized in a number of ways which will allow you to gain visibility with our diverse audience of 700 attendees, including mental health experts, county human services directors, school district administrators, teachers, social workers, youth, parents and community leaders.

About the Children Come First Conference

Now in its 30th year, the Children Come First Conference is one of the premier gatherings in the upper Midwest of community members and mental health, education, child welfare, and juvenile justice professionals. Coordinated by Wisconsin Family Ties, the 2019 conference is being presented with the theme of Cooperation. The event will include two keynote speakers, 30+ workshops, and a full track for youth and young adults ages 12 – 26.

Wisconsin Family Ties, a parent-run organization, works to increase awareness of children's mental health and promotes greater understanding, support, and acceptance of children / youth with mental health challenges and their families. One of our goals is to eradicate stigma and create a society in which people – without fear or shame – routinely seek help for their own mental health and know how to help others who are struggling.

Why be a sponsor?

- Increase your visibility to a diverse audience of 800+
- Associate your brand with a positive message
- Support dialogue / learning on the important issue of children's mental health
- Increase your company's goodwill

Sponsorship Opportunities

The Children Come First Conference offers a wide range of sponsorship opportunities to fit your needs. Complimentary registrations (see table on page 5) are included at each corporate sponsorship level. Corporate sponsorship packages are described in more detail on the next page. Additional a la carte sponsorship opportunities are described on page 5.



Corporate / Government Agency Sponsorships		
Transformational Sponsor	\$20,000	Drive major brand awareness with pre- and post-conference visibility, as well as an impactful onsite presence at the event. Only 1 Transformational Sponsorship is available.
Visionary Sponsor	\$10,000	A unique opportunity to raise your brand awareness with decision makers and other influential conference attendees making a difference across Wisconsin and the upper Midwest. Only 3 sponsorships at this level are available.
Impact Sponsor	\$5,000	Elevate your brand by becoming recognized as part of the solution to a vexing societal problem.
Leadership Sponsor	\$2,500	Gain key access to conference attendees by becoming a Leadership Sponsor.

Individual / Small Business / Nonprofit Sponsorships		
Advocacy Partner	\$750	An ideal promotional opportunity for small businesses and local nonprofit organizations desiring to highlight their businesses, programs, and services. The Advocacy Partner level includes an Exhibitor table.
Change Partner	\$500	A promotional opportunity for small businesses and nonprofit organizations desiring to highlight their programs and services without having an exhibit table.
Community Partner	\$200	Affordable promotional opportunity for individuals, small businesses, and small community-based organizations.
Family & Youth Partner	\$5 - \$199	For individuals, families, loved ones and others affected by mental health challenges.

All “partner level” sponsorships will be listed in the event program and on the conference website.

Exhibitor Opportunities		
Charitable Nonprofit	\$275	Includes an Exhibitor table, as well as complimentary registration for one person. There will be an additional \$25 charge for electricity to your exhibit. Additional person at table - \$125. Must be able to provide proof of IRS 501(c)(3) designation.
All Other Organizations	\$425	Includes an Exhibitor table, as well as complimentary registration for one person. There will be an additional \$25 charge for electricity to your exhibit. Additional person at table - \$125.

Corporate & Government Agency Sponsorship Packages

TRANSFORMATIONAL SPONSOR \$20,000

- Company name and logo listed on CCF Conference and Wisconsin Family Ties website for one year
- Most prominent sponsor name and logo placement on all printed and digital materials related to the conference
- Direct access to conference attendees through a targeted, branded email message
- Acknowledged in monthly social media posts leading up to the conference
- Banner with company name displayed on or above the dais (sponsor to provide art)
- Full-page, full-color ad in the conference program (sponsor to provide camera-ready art)
- Full-page "Sponsor Spotlight" (company profile and/or interview with company spokesperson) in conference program and featured on WFT website
- Inclusion in conference-related media releases
- Partner with Wisconsin Family Ties to offer opening remarks and highlight your organization
- Company name displayed on front cover of conference program

IMPACT SPONSOR \$5,000

- Company name and logo listed on CCF Conference and Wisconsin Family Ties website for 3 months
- Prominent name placement on list of sponsors in the conference program
- Company materials inserted into each attendee's conference folder, bag or clipboard.
- Quarter-page ad in the conference program (sponsor to provide camera-ready art)

VISIONARY SPONSOR \$10,000

- Company name and logo listed on CCF Conference and Wisconsin Family Ties website for 6 months
- Company name and logo on table placards for both days of the conference
- Acknowledged in social media one month prior to the conference
- Half-page "Partner Spotlight" in conference program and featured on WFT website
- Prominent name placement on list of sponsors in the conference program
- Company materials inserted into each attendee's conference folder, bag, or clipboard.
- Half-page, full-color ad in the conference program (sponsor to provide camera-ready art)

LEADERSHIP SPONSOR \$2,500

- Company name and logo on sponsors signage at the conference
- Listed as a Leadership Sponsor in the conference program
- Company or agency materials inserted into each attendee's conference folder or bag
- Exhibitor table and 1 complimentary conference registration

Sponsorship Comparison

Level	Leadership \$2,500	Impact \$5,000	Visionary \$10,000	Transformational \$20,000
Package				
Pre-Event Marketing				
Conference Website & WFT Website	•	•	•	•
Media Release				•
Featured on Social Media			•	•
Access to Promo Guide	•	•	•	•
Conference Access				
Conference Registrations	1	2	3	5
Reserved Seating at Lunch	•	•	•	•
Exhibit Space - OPTIONAL				
Skirted table & chair	•	•	•	•
Onsite Presence				
Program Listing	•	•	•	•
Advertisement		Quarter	Half	Full
Onsite Slideshow	•	•	•	•
Brochure in Bag, Folder, or Clipboard	•	•	•	•
Recognition from Podium	•	•	•	•
Table Placards			Two Days	
Banner Main Ballroom				•
Sponsor or Partner “Spotlight”			•	•
Opening Remarks				•
Name on Program Cover				•
Post-Conference Marketing				
CCF Website & WFT Website		3 months	6 months	1 year
Sponsor or Partner “Spotlight”			•	•
Email Update to Attendees				•

A La Carte Sponsorship Opportunities

Make your brand **STAND OUT** by customizing your sponsorship package. Selection of conference event (i.e., keynote, workshop, etc.) to sponsor offered on a first come, first served basis.

Item	Availability	Price	Description
Conference Mobile App	1	\$2,500	Sponsor the phone app for every conference attendee
Conference Clipboards	1	\$4,800	Keep your company in the hands of attendees with a branded clipboard that each will receive
Sponsor a keynote or plenary session	2	\$4,500	“Presented by” notation in conference program, as well as signage at the session. Opportunity to introduce the session (optional).
Sponsor a workshop	5	\$1,500	“Sponsored by” notation in conference program. Sponsor highlighted in the workshop introduction.
Sponsor a breakfast	2	\$4,800	“Provided by” notation in conference program and appropriate signage at the breakfast and on slideshow
Sponsor a lunch	2	\$6,000	“Provided by” notation in conference program and appropriate signage at the lunch and on slideshow
Sponsor a break	2	\$3,600	“Provided by” notation in conference program and appropriate signage at the break and on slideshow
Audio/Visual Technology Sponsor	1	\$2,000	“Provided by” notation in conference program and signage on slideshow both morning

What People Are Saying About The Children Come First Conference

November 11 & 12, 2019 Wisconsin Dells • www.ccfconference.org



**"Worth attending!!!
The sessions were very informative."**

"This conference is a way to learn more about mental health, social and emotional functioning and support tools that can be used to target specific issues or support kids with disabilities and or mental health issues. It was an amazing way to learn and connect with other people from many disciplines and walks of life."

"The CCF conference is a great place to build your knowledge on topics that will positively impact children."

"The conference was a powerful collective experience with solution focused keynotes and workshops. Valuable for anyone connected to our youth whether working with them, parenting them, or simply caring about them and the future of our communities. Bring tissue! Absolutely invaluable experience."

"This conference was quite amazing and very informative. I would recommend it to everyone to attend. Not just those who are in the teaching, corrections, mental health or caregivers. I believe there was something to learn for everyone. The tools and tips I learned will stay with me for life."



"This conference was an awesome experience. The number of workshops that interested me was high and I appreciated hearing from the students that were able to attend the conference. The keynote speakers were interesting and the exhibitors were friendly."



"Attending was a way to learn more about mental health, social and emotional functioning and support tools that can be used to target specific issues or support kids with disabilities and or mental health issues. It was an amazing way to learn and connect with other people from many disciplines and walks of life."



30th Annual Children Come First Conference Sponsorship / Exhibitor Form



Sponsor / Exhibitor Application Form

(see page 3 for details)

Organization Name: _____

(As it should be listed in conference materials)

Mailing Address: _____

City, State, Zip: _____

Website: _____

Primary Contact: _____ Phone: _____

Email: _____

☐ We will not be setting up a table at the conference

Sponsorship Opportunities

(see page 3 for details)

Corporate/Government Agency Sponsorships

☐ Transformational \$20,000

☐ Visionary \$10,000

☐ Impact \$5,000

☐ Leadership \$2,500

Individual/Small Business/ Small Nonprofit Sponsorships

☐ Advocacy Partner \$750

☐ Change Partner \$500

(Includes Exhibitor Table)

☐ Community Partner \$200

☐ Family & Youth Partner \$5-\$199

indicate amount \$ _____

Exhibitor (1 Conference Registration Included)

☐ Charitable Nonprofit \$275

☐ All Other Organizations \$425

☐ Electricity \$25

Name of Person(s) Exhibiting: _____

☐ Additional Attendees at table \$125

A La Carte Sponsorship Opportunities

(see page 5 for details)

Totals

Grand Total \$ _____

To submit your sponsorship application,

Email Amy Arndt at amya@wifamilyties.org

Questions? Amy at 608-446-3290

Mail payment to:

Wisconsin Family Ties
Attn: CCF Conference
16 N. Carroll St., Suite 230
Madison, WI 53703

Fax: 608-267-6801



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