

Please take a few moments to review the opportunities below, and consider where you might fit in. Sponsorship opportunities are subject to availability and may sell out. We have a variety of engagement opportunities to meet your goals and budget. You can reach Rebecca Tyrrell at [rebecca.tyrrell@firstup.org](mailto:rebecca.tyrrell@firstup.org) or 215-893-0130 x229 to customize the package that's right for you.



### About First Up

For the past 50+ years, First Up has proudly served as the voice of early childhood education (ECE) and a resource for ECE professionals in the Delaware Valley region. We support ECE professionals through advocacy efforts, best-in-class professional development, and personalized mentoring and coaching services.

### About the First Up Conference

A key opportunity First Up offers each year is our annual conference - an event that brings over 800 ECE professionals together for a full day of learning and networking with key decision makers and stakeholders in this field. The First Up Conference is a beloved event that our attendees, presenters, vendors, and sponsors look forward to each year.

Due to concerns about in-person events as a result of the COVID-19 Pandemic, First Up has launched a brand new conference model for 2020-2021. Instead of a large gathering on one day, we will host a series of half-day events on a variety of important topics throughout the year. All events will be hosted through an interactive event platform called [Accelevents](#), which will allow attendees to engage with one another and event vendors and sponsors almost as though we were together in one place.

This is an exciting step for First Up and we'd love for you to join us as a partner in this work.

2020 Event Topics	
Topic	Date & Time
Family and Group Child Care and Early Education	Saturday, September 26, 9:00am-1:30pm
Personal Empowerment for the ECE Provider	Saturday, October 3, 9:00am-1:30pm
Male Engagement in ECE	Tuesday, November 3, 12:00pm-4:30pm

2021 Event Topics
Trauma-Informed Care
Building Resiliency in ECE
The Importance of Play in Early Learning
Managing Challenging Behaviors

## Sponsorship Packages

<u>Level</u>	<u>Cost per Event</u>	<u>Benefits</u>
Partner	\$500	<ul style="list-style-type: none"> <li>• Logo included on all event materials</li> <li>• Hyperlinked logo included on the First Up website and live event platform</li> <li>• Scholarships for 5 early childhood professionals to attend</li> </ul>
Advocate	\$1000	<ul style="list-style-type: none"> <li>• All benefits of previous tier</li> <li>• Logo included on live event description page</li> <li>• Scholarships for 10 early childhood professionals to attend</li> <li>• Complimentary exhibitor table in virtual exhibit hall</li> <li>• One custom post on First Up Social Media</li> <li>• Inclusion in virtual “conference bag”</li> </ul>
Visionary	\$3000	<ul style="list-style-type: none"> <li>• All benefits of previous tiers</li> <li>• Scholarships for 15 early childhood professionals to attend</li> <li>• One additional custom post on First Up social media (for a total of two)</li> <li>• First Up will send one communication to event participants on behalf on sponsor</li> </ul>
Presenting	\$5000	<ul style="list-style-type: none"> <li>• All benefits of previous tiers</li> <li>• Logo included in live event platform welcome message</li> <li>• Exclusive logo placement as Keynote Sponsor</li> <li>• Scholarships for 20 early childhood professionals to attend</li> <li>• One additional custom post on First Up social media (for a total of three)</li> <li>• Opportunity to address participants during keynote session</li> </ul>

## Exhibitor Pricing

<u>Level</u>	<u>Cost per Event</u>	<u>Benefits</u>
Basic	\$50	Representation within a virtual environment that allows you to advertise your products/services, and set up informational and one-on-one sessions with conference participants
Pro	\$150	Gain access to seamless live streaming and capturing additional leads using our built-in native streaming service, all from one place.

# Registration Form

Please complete all requested information. Contact Rebecca Tyrrell ([rebecca.tyrrell@firstup.org](mailto:rebecca.tyrrell@firstup.org)) with questions.

Contact Information:				
Company Name (as it should appear in materials):				
Authorized Company Contact:				
Street or Mailing Address:				
City, State, Zip Code:				
Phone Number:		Fax Number:		
Representative 1:		Rep. 1 Email:		
Representative 2:		Rep. 2 Email:		
Representative 3:		Rep. 3 Email:		
Sponsorship Information:				
Event Selection: (Select all that apply.)				
2020 Conferences				
Family and Group Child Care	Personal Empowerment	Male Engagement		
2021 Conferences				
Trauma- Informed Care	Building Resiliency in ECE	The Importance of Play in Early Learning	Managing Challenging Behaviors	
Package Selection:				
Partner	Advocate	Visionary	Presenting	
Exhibitor Information:				
Event Selection: (Select all that apply.)				
2020 Conferences				
Family and Group Child Care	Personal Empowerment	Male Engagement		
2021 Conferences				
Trauma- Informed Care	Building Resiliency in ECE	The Importance of Play in Early Learning	Managing Challenging Behaviors	
Package Selection:				
Basic	Pro			
<b>Total Fees:</b>				
Payment Options				
	Visa	MasterCard	AMEX	Check
<b>Card Number:</b>				
<b>Expiration Date:</b>		<b>Security Code:</b>		
<b>Cardholder Name:</b>				
<b>Billing Address:</b>				
<b>City, State, Zip Code</b>				

\*invoices available by request