

HSC Proud Partner PROSPECTUS

Increase your visibility among Head Start CA members, and collaborate with us to provide relevant resources to the Country's largest Head Start community.

Why Partner With Head Start California?

Head Start California is the unified voice providing leadership and advocacy for the Head Start community, supporting the mission of continually improving the quality and access of child development services in California.

- Align yourself with the largest Head Start community in the nation
 - 100,000+ children in California, and their families
 - 20,000+ Head Start employees
- Help build the network that allows our members to connect with companies like yours!
- Head Start programs are looking for your solutions!

▶ **Top needs include:**

- Data solutions/resources
- Staff retention and qualified staff recruitment
- Implementing Head Start standards
- Maintaining Head Start's gold standard in child development services
- Quality professional development
- Cost containment in operations

Program Year: July 1, 2020 – June 30, 2021

READY TO JOIN?



Fill out the online application: <http://bit.ly/ProudPartner20-21>



HSC will reach out to you within two weeks to confirm the partnership application status.



Questions? Contact Karen Reynolds at karen@headstartca.org or 916-444-7760

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Renew or join us for the 2020-21 program year.

\$2,700 Associate \$5,000 Executive

	\$2,700 Associate	\$5,000 Executive	
Marketing	Logo Representation on the Head Start Partner Webpage: Includes logo, link and Head Start CA approved listing.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Logo Representation on Jobs@HeadStart.org Website: Includes logo, link and Head Start CA approved listing.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Email Awareness: Logo and link included on a specialized corporate partner recognition email sent 3x/year to our Head Start members including executive directors, program directors and community contacts.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Use of Head Start CA "Proud Partner" logo: Subject to Head Start CA guidelines and written approval.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	NEW! Head Start CA Director Email Recognition: Logo inclusion in the Director's Update email sent at least 6 times per year to Head Start agency directors statewide.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Events	Logo Representation at Head Start CA Events: Includes logo on event registration website, virtual event platform (or on screen for live events) and promotional emails.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	EXPANDED! Event Presence: One virtual or in-person event presence and two complimentary staff registrations at our signature events: Head Start CA Annual Conference, Policy & Leadership Conference & Health Institute.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	EXPANDED! Event Attendee List: Access to the attendee email contact list one week after the event for Signature events: Head Start CA Annual Conference, Policy & Leadership Conference & Health Institute. (You must attend the event or sign up as an exhibitor to receive the email contact list, sign and adhere to the Head Start email list policy).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing	Direct Mail Exposure: Inclusion of your company's one-page (Head Start CA approved) marketing flier in the annual membership renewal mailing to program directors. Flier must be submitted as a PDF file via email and be approved by July 15, 2020 to be included. Fulfilled in summer 2020		<input checked="" type="checkbox"/>
	NEW! Social Media: HSC will re-post up to three of your company's Facebook posts at your company's request.		<input checked="" type="checkbox"/>
	NEW! Hosted Webinar: HSC will host a 45-minute educational webinar on the subject of your choice. Date and content to be mutually agreed upon.		<input checked="" type="checkbox"/>
	NEW! Dedicated Email Blast: Email sent to Head Start program directors 2x per year.		<input checked="" type="checkbox"/>
Events	NEW! Workshop Sponsor: Opportunity to sponsor a mutually-agreed upon workshop at our Annual Conference. A pre-recorded video introduction and your logo will be used to announce the session and speaker. Your video may include a brief company overview.		<input checked="" type="checkbox"/>
	Premiere Sponsorship Opportunity: First consideration and access to additional sponsorship opportunities at the HSC Annual Conference.		<input checked="" type="checkbox"/>