

HSC Proud Partner PROSPECTUS

Program Year: July 1, 2021 – June 30, 2022

Increase your visibility among Head Start California 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 (HSC) 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

READY TO JOIN?



Fill out the online application:

<http://bit.ly/ProudPartner21-22>



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



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

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Renew or join us
for the 2021-22
program year.

		\$2,700 Associate	\$5,000 Executive
Marketing	Logo Representation on the HSC Partner Webpage: Includes logo and link to your website.		
	Logo Representation on Jobs@HeadStart.org Website: Includes logo and link to your website.		
	Email Awareness: Logo and link included on a specialized proud partner recognition email sent 3x/year to our Head Start members including executive directors, program directors and community contacts.		
	Use of HSC "Proud Partner" logo: Subject to HSC guidelines and written approval.		
	HSC Director Email Recognition: Logo inclusion in the Director's Update email sent 12 times per year to Head Start agency directors statewide.		
Events	Logo Representation at HSC Events: Includes logo on event registration website, virtual event platform (or on screen for live events) and promotional emails.		
	Event Presence: Virtual or in-person presence and two complimentary staff registrations at our signature events: HSC Annual Conference, Policy & Leadership Conference & Health Institute.		
	Event Attendee List: Access to the attendee email contact list one week after the event for signature events: HSC 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 HSC email list policy).		
Marketing	Direct Mail Exposure: Inclusion of your company's one-page (HSC approved) marketing flier in the annual membership renewal mailing to program directors. The flier must be submitted as a PDF file via email and be approved by July 15, 2021 to be included.		
	Social Media: HSC will re-post up to <i>three</i> of your company's Facebook posts at your company's request.		
	Hosted Webinar: HSC will host a 45-minute educational webinar on the subject of your choice. Date and content to be mutually agreed upon.		
	Dedicated Email Blast: Email sent to Head Start program directors 2x per year.		
Events	Workshop Sponsor: Opportunity to sponsor a mutually-agreed upon workshop at our Annual Conference. A pre-recorded 30-second video ad promoting your company will be played prior to an on-demand session. Submit an ad, or record a video introduction with our video team.		
	Premiere Sponsorship Opportunity: First consideration and access to additional sponsorship opportunities at the HSC Annual Conference.		

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