



HSC Proud Partner **PROSPECTUS**

Program Year: July 1, 2023 – June 30, 2024

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
 - 85,000+ children in California, and their families
 - 25,000+ 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!**

READY TO JOIN?

Fill out the online application:

<https://bit.ly/ProudPartner23-24>

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

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

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Renew or join us
for the 2023-24
program year

| | | \$3,200 Associate | \$5,000 Executive |
|-----------|--|----------------------|-----------------------|
| Marketing | Logo on the HSC Partner Webpage: Includes logo and link to your website. | ✓ | ✓ |
| | Logo on www.JobsAtHeadStart.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 and program directors. | ✓ | ✓ |
| | Use of HSC “Proud Partner” logo: Subject to the terms of the partner contract. | ✓ | ✓ |
| | 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 at HSC Signature Events: Includes logo on event registration website, on-screen before the general sessions, and promotional emails. | ✓ | ✓ |
| | Event Attendee List: Email contact list for Annual Conference and Managers & Directors Institute, to be used within one week after the event for partners who exhibit, according to the terms of the partner contract. | ✓ | ✓ |
| | Premiere Sponsorship Access: First consideration to additional sponsorship opportunities at the Annual Conference and Managers & Directors Institute. | ✓ | ✓ |
| | Event Access to HSC Annual Conference: Complimentary exhibit table and staff registration(s). | 1 staff registration | 2 staff registrations |
| | Event Access to HSC Managers & Directors Institute: Complimentary exhibit table and staff registration(s). | 1 staff registration | 2 staff registrations |
| | Event Access to HSC Health Institute: Day pass(es) to attend. (This event will not have a general exhibit floor). | 1 one-day pass | 2 one-day passes |
| | 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, 2023 to be included. | | ✓ |
| Marketing | 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. | | ✓ |
| | Workshop Sponsor: Opportunity to sponsor a mutually-agreed upon workshop at our Annual Conference. This includes: signage at the workshop entrance, 5-minutes to welcome attendees, and distribute promotional materials before and after the session. | | ✓ |
| Events | Sponsorship Discounts: 20% off all sponsorships for the Annual Conference and Managers & Directors Institute. | | ✓ |

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