



May 13, 2022

Dear Friends of CACFP Roundtable,

It is my pleasure to offer you the opportunity to become a Sponsor of the CACFP Roundtable's 31st Annual CACFP Conference.

Since 1992, the CACFP Roundtable has hosted our highly successful Annual CACFP Conference, which attracts over 500 participants from across the country. Each year, we strive to provide everyone within the CACFP community an affordable, productive, energetic, and educational professional growth experience.

Over the past 2+ years the CACFP community, like so many other communities, has experienced hardship while also demonstrating resilience. The pandemic forced us to take a hard look at how, where, and why we do this work.

With this year's 31st Annual CACFP Conference, we are reconnecting and recharging. It will be a safe and fun space for our CACFP community to come together and focus on our work, our passion, our commitment to serving others, and own growth and wellbeing.

Our conference tracks are designed to meet the needs of the moment, create spaces for necessary dialogue, and offer relevant training. This year's conference will prioritize workshops that offer meaningful tools and practices that assist attendees in operating Food Programs that are diverse, equitable, and inclusive.

I invite you to join us in celebrating and supporting our nation's community of caregivers at the Roundtable's 31st Annual CACFP Conference. Our complete Sponsorship Packet with detailed information is enclosed for your convenience.

Please feel free to contact me at conference@ccfproundtable.org for additional information or with any questions.

Sincerely,

Elyse Homel Vitale
Executive Director, CACFP Roundtable



**31ST
ANNUAL**

About the CACFP Roundtable

The CACFP Roundtable's mission is to foster a community of leaders who work together to build equitable access to the Child and Adult Care Food Program and nutritious meals in care settings. We strive to put children's, families', and caregivers' needs at the center of our work and see the CACFP as a vital strategy for reaching individuals in the community. As such, the CACFP Roundtable serves as part of the support system that exists for the CACFP community. We are educators and mentors; facilitators and mediators; advocates and a vibrant community making change in the way we collectively connect children, adults, and families with the food they want and need.

Conference Highlights

As a sponsor of the Annual CACFP Conference, you will find that our event can serve as an efficient and effective marketing strategy for your company. This event is an ideal opportunity to introduce, strengthen, or reacquaint your brand with a large and diverse CACFP community.

Objective: The Annual CACFP Conference serves as a high-profile educational event that, year after year, brings together and lifts up the CACFP community, fosters leadership, and showcases innovations, best practices, and model programs. We are one of very few annual conferences in the nation serving this unique and diverse community.

Primary Target Audience: Each year, the Annual CACFP Conference attracts approximately 500 attendees who represent all facets of the CACFP community, including staff from organizations that sponsor family child care homes and child care centers; at risk and after school program staff and administrators; sponsors of adult day care homes and emergency shelters; state and federal policy makers; and allies from the health, nutrition, and early childhood fields. Attendees come from all over the nation, with representation from all 50 states and a majority coming from our home state, California (70%).

Secondary Target Audience: Keynote speakers, presenters, and the hundreds of thousands of CACFP program operators (e.g., the child care workforce at large) and more than 3 million CACFP participants served by our attendees.

2021

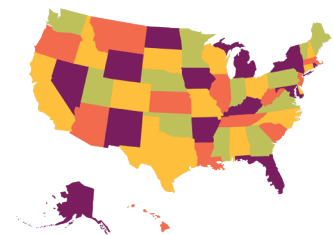
Conference



406 attendees



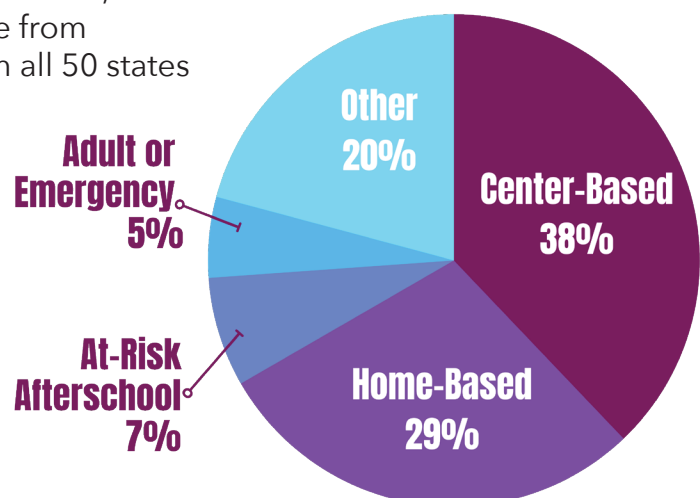
63 speakers



all 50 states

49%

first time attendee





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SPONSORSHIP OPPORTUNITIES

\$25,000 (Exclusive)

Event Recognition

- Banners prominently featured in conference lobby and main stage
- Featured sponsor on conference app
 - Logo and link
 - Video promotion
 - Available for 90 days post conference
- Welcome remarks or 2 minute video at Opening Plenary
- Minimum 3 featured promotions on CACFP Roundtable social media
- Distribution of promotional materials in digital welcome packet and all communications to attendees
- Choice of à la carte sponsorship recognition (value up to \$1,000)
- Complimentary exhibitor table

Perks

- 5 complimentary conference registrations
- Advertising in CACFP Roundtable monthly digital newsletter for 1 year
- One year full access benefits as CACFP "Roundtable Champion"

\$10,000

Event Recognition

- Banner prominently featured in conference lobby
- Featured sponsor on conference app
 - Logo and link
 - Available for 90 days post conference
- 2 minute video at Closing Plenary
- Minimum 1 featured promotion on CACFP Roundtable social media
- Distribution of promotional materials in digital welcome packet and all communications to attendees
- Complimentary exhibitor table

Perks

- 3 complimentary conference registrations
- Advertising in CACFP Roundtable monthly digital newsletter for 1 year
- Featured as "Roundtable Champion" partner on CACFP Roundtable website for 1 year

\$5,000

Event Recognition

- Featured sponsor on conference app
 - Logo and link
 - Available for 90 days post conference
- Minimum 1 promotion on CACFP Roundtable social media
- Distribution of promotional materials in digital welcome packet and all communications to attendees
- Complimentary exhibitor table

Perks

- 2 complimentary conference registrations



Pitch Your Idea

Have a creative idea for sponsorship? Let us know and we'll get back to you with cost.

Contact us at
conference@ccfproundtable.org.

SPONSORSHIP AGREEMENT & PAYMENT METHOD



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CONTACT DETAILS

Company Name *(as to appear on conference materials)* _____

Website url *(as to appear on conference materials)* _____

Name _____ Title _____

Address _____

City _____ State _____ Postal Code _____

Telephone _____ Email _____

SPONSORSHIP LEVEL

☐ \$25,000

☐ \$10,000

☐ Other \$ _____

☐ \$5,000

☐ I agree to be a sponsor of the above selection for the CACFP Roundtable's 2022 Annual CACFP Conference.

Signature _____ Date _____

☐ My check is enclosed ☐ Please invoice

MAILING INSTRUCTIONS

Make checks payable to: **CACFP Roundtable**

**Please include this completed form with check*

Mail checks to:
CACFP Roundtable
PO Box 721002
San Diego, CA 92172-1002

For event questions or if paying **by credit card**,
please contact conference@ccfproundtable.org.

Please send a copy of this completed form and hi-res
file of your company logo to:
conference@ccfproundtable.org.

CACFP Roundtable is a 501(c)3 nonprofit
corporation.

Tax ID: 86-1906390

All contributions are tax deductible to the
extent permitted by law.