

Prospectus

The Annual Conference and
Terri Lynne Lokoff Teacher Awards

Saturday, April 29th, 2023



 **First Up**
Champions for Early Education

First Up Annual Events



The Annual Conference

The Annual Conference takes place each spring in Philadelphia, bringing together educators from across the Southeast Region and beyond for networking, development and community building.

INVESTING IN EARLY EDUCATION IS INVESTING IN OUR COMMUNITIES FUTURES.

The Terri Lynne Lokoff Teacher Awards

The Terri Lynne Lokoff Teacher Awards (TLLTA) recognize and celebrate the achievements of outstanding early childhood educators and bring attention to the critical role these teachers play in the lives of young children.

Up to 50 awards are presented each year, and each award recipient receives a cash prize, a paid trip to the historic city of Philadelphia to participate in the Terri Lynne Lokoff Teacher Awards weekend-long celebration, ongoing opportunities to connect with peers, exchange ideas, and much more!



Presenting

\$45,000 +

- Logo included on ALL Conference and TLLTA materials (Conference Brochure, Day of Program, Awards program book, on-site signage, and all e-blasts pre- and post-event)
- Inclusion on First Up social media (Facebook, LinkedIn, Instagram, TikTok, and Twitter) pre- and post-event (Conference and TLLTA)
- Hyperlinked logo on the First Up website
- Ten (10) Tickets to the TLLTA Celebration
- One (1) Table in Registration Atrium (Conference)
- Ad in the Conference Day of Program (Back Cover)
- Ad in the TLLTA Program Book (Back Cover)
- Five (5) Sponsored Ads in Mobile App (Conference)
- Pre- and Post-Event Message Via Event List E-blast
- Podium Acknowledgement at Conference and TLLTA
- Recognition in the event press release
- Custom Professional Development Opportunity for your organization, facilitated by First Up
- Opportunity to address the audience at Keynote Presentation (Conference)



Advocate

\$20,000 +

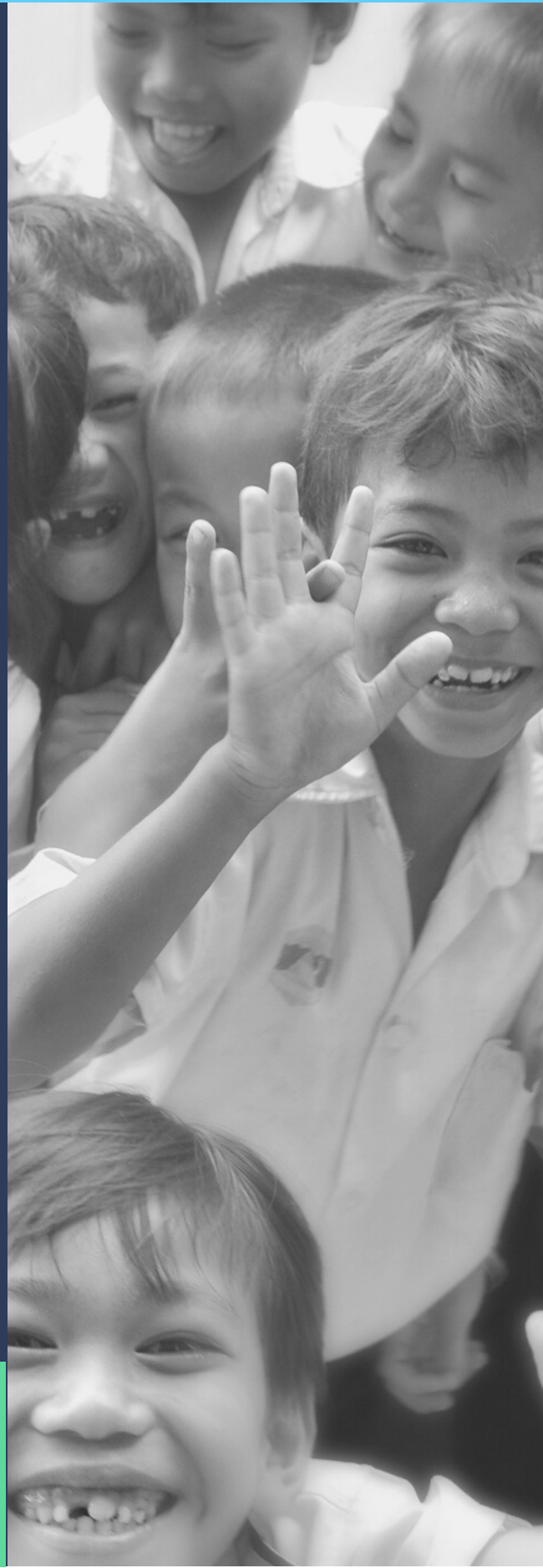


- Logo included on ALL Conference and TLLTA materials (Conference Brochure, Day of Program, Awards program book, on-site signage, and all e-blasts pre- and post-event)
- Inclusion on First Up social media (Facebook, LinkedIn, Instagram, TikTok, and Twitter) pre- and post-event (Conference and TLLTA)
- Hyperlinked logo on the First Up website
- Eight (8) Tickets to the TLLTA Celebration
- One (1) Table in Registration Atrium (Conference and TLLTA)
- Ad in the Conference Day of Program (Full-page inside front cover)
- Ad in the TLLTA Program Book (Full-page inside front cover)
- Four (4) Sponsored Ads in Mobile App (Conference)
- Pre-Event Message Via Event List E-blast
- Podium Acknowledgement at Conference and TLLTA
- Recognition in the event press release
- Custom Professional Development Opportunity for your organization, facilitated by First Up

Visionary

\$10,000 +

- Logo included on ALL Conference and TLLTA materials (Conference Brochure, Day of Program, Awards program book, on-site signage, and all e-blasts pre- and post-event)
- Inclusion on First Up social media (Facebook, LinkedIn, Instagram, TikTok and Twitter) pre- and post-event (Conference and TLLTA)
- Hyperlinked logo on the First Up website
- Six (6) Tickets to the TLLTA Celebration
- One (1) Table in Registration Atrium (Conference and TLLTA)
- Ad in the Conference Day of Program (Full-page inside back cover)
- Ad in the TLLTA Program Book (Full-page inside back cover)
- Three (3) Sponsored Ads in Mobile App (Conference)
- Post-Event Message Via Event List E-blast
- Podium Acknowledgement at Conference and TLLTA



Partner

\$5,000+



- Logo included on ALL Conference and TLLTA materials (Conference Brochure, Day of Program, Awards program book, on-site signage, and all e-blasts pre- and post-event)
- Inclusion on First Up social media (Facebook, LinkedIn, Instagram, TikTok, and Twitter) pre- and post-event (Conference and TLLTA)
- Hyperlinked logo on the First Up website
- Four (4) Tickets to the TLLTA Celebration
- One (1) Table in the Exhibitor Hall at Conference
- Ad in the Conference Day of Program (Full-page)
- Ad in the TLLTA Program Book (Full-page)
- Two (2) Sponsored Ads in Mobile App (Conference)

Leader

\$2,500+

- Logo included on ALL Conference and Terri Lynne Lokoff Teacher Awards (TLLTA) materials (Conference Brochure, Day of Program, Awards program book, on-site signage, and all e-blasts pre- and post-event)
- Inclusion on First Up social media (Facebook, LinkedIn, Instagram, TikTok and Twitter) pre- and post-event (Conference and TLLTA)
- Hyperlinked logo on the First Up website
- Two (2) Tickets to the TLLTA Celebration
- One (1) Table in the Exhibitor Hall at Conference
- Ad in the Conference Day of Program (Half-page)
- Ad in the TLLTA Program Book (Half-page)
- One (1) Sponsored Ad in Mobile App (Conference)



Supporter

\$1,000+



- Logo included on ALL Conference and Terri Lynne Lokoff Teacher Awards (TLLTA) materials (Conference Brochure, Day of Program, Awards program book, on-site signage, and all e-blasts pre- and post-event)
- Inclusion on First Up social media (Facebook, LinkedIn, Instagram, TikTok and Twitter) pre- and post-event (Conference and TLLTA)
- One (1) Table in the Exhibitor Hall at Conference
- Hyperlinked logo on the First Up website
- Ad in the Conference Day of Program (Quarter-page)
- Ad in the TLLTA Program Book (Quarter-page)

Exhibitor and Advertiser Fact Sheet

When: Sat, April 29, 2023

Time: 7:30 am-4:30 pm

Where: Sheraton Philadelphia Downtown (201 N. 17th Street, Philadelphia, PA 19103)

Exhibitor Tables: \$500 per table (\$250 with proof of 501c3 status)

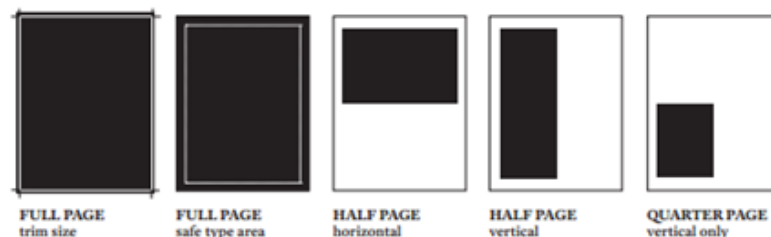
Each exhibitor will receive:

- One skirted table (6'x30") plus two chairs
- Overnight security on Friday, April 28, 2023
- A wireless Internet connection
- Listing in the Conference Program (if artwork and fees are received by **March 3, 2023**)
- Hyperlinked listing on the First Up website and Conference App
- Electricity is available by request only. Contact Cheryl Carson, Director of Development (Cheryl.carson@firstup.org), for additional information.

Exhibitors with non-commercial vehicles will have access to the Sheraton Philadelphia Downtown on Fri, April 28, 2023, from 12 pm-5 pm for set up and on Saturday, April 29th at 5 pm for break down.

Tables are assigned by First Up on a first-come, first-served basis. Exhibit spaces are subject to the rights reserved by First Up, at its sole discretion, to select and assign space as well as rearrange and reassign exhibitors.

Advertising Options



Full Page
7.125"x10"
\$1,000

Half Page
7.125"x4.875"
\$500

Quarter Page
3.5"x4.875"
\$250

Conference App Banner Ad - \$250

Advertising space is limited and assigned on a first-come, first-served basis. Please send camera-ready, high-resolution files to Anna Goss, Communications Manager (anna.goss@firstup.org), by no later than March 3, 2023, for inclusion in the Conference program.

PROSPECTUS FORM

Please email the completed form to Cheryl Carson (cheryl.carson@firstup.org)

CONTACT INFO

Company Name for Conference Listing

Authorized Company Contact

Full Address :

E-Mail :

Phone :

Name of Representative(s): (To attend workshop sessions, Exhibitors must register for the Conference)

SPONSORSHIP LEVELS AND PAYMENT

Status : ☐ Presenting ☐ Advocate ☐ Visionary ☐ Partner ☐ Leader ☐ Supporter

Exhibition Area Tables: ☐ Non-profit ☐ For-Profit Number of Tables

Advertising: ☐ Full Page ☐ Half Page ☐ Quarter Page ☐ Conference App Ad

Summation of Fees

Sponsorship: \$

Table Fee: \$

Advertising Fee: \$

Grand Total Due: \$

Payment Type : ☐ Visa ☐ MasterCard ☐ Amex ☐ Check

Card Number Security Code

Expiration Date

Cardholder Name

Cardholder Address City/State/Zip

THANK YOU FOR YOUR SUPPORT

A la Carte Options

1 Afternoon Lunch Sponsor \$18,000

Grab and Go Lunch for All Attendees (500) - Variety of sandwiches and includes chips, cookies, veggie/pasta salad and drink

**Exclusive logo placement
on Lunch Station**

Receives all PARTNER-level benefits

2 TLLTA Dinner Sponsor \$13,000

Dinner for Teacher Award Winners and their guests

**Exclusive logo placement
throughout TLLTA Marketing**

Receives all PARTNER-level benefits

3 TLLTA Travel Sponsor \$12,000

Sponsor the travel arrangements for 25 Terri Lynne Lokoff Teacher Award Winners to Philadelphia for the Award Ceremony

In Limited Supply!

**Exclusive logo placement
throughout TLLTA Marketing**

Receives all PARTNER-level benefits

4 Beverage Break Sponsor \$12,000

All Day Beverage Break for Attendees (500) - Soda, Water, Regular/Decaf Coffee, Assorted Teas

**Exclusive logo placement on
Beverage Station**

Receives all PARTNER-level benefits

A la Carte Options

5 Registration Atrium Table Sponsor **\$2,000**

One (1) Exhibitor Table in the
Exclusive Atrium Location

In Limited Supply!

**Exclusive logo placement on
Registration Atrium Table Signage**

**Logo inclusion on the Conference
webpage and App**



6 Session Sponsor **\$1,000**

Presenting Sponsorship for
Conference Session

In Limited Supply!

**Exclusive logo placement on
Session Signage**

**Logo inclusion on the
Conference webpage and App**

Support Early Educators, Change The Future.

OUR MISSION

At First Up, we envision a society in which early childhood professionals are highly skilled and valued; families have the knowledge, capabilities, and resources to guide their children's learning; and every young child has a quality start that lasts a lifetime.

We empower and equip early childhood professionals, families, and other adults influential in young children's lives through training, coaching, and advocating to positively impact educational and developmental outcomes for young children.

**Contact Us To
Become A Sponsor**

Cheryl.Carson@FirstUp.org

www.FirstUp.org

