



Hybrid Joint Annual Conference 2025: An Invitation to Sponsors and Exhibitors

California's premiere educational conference for the Child Care Resource and Referral and Alternative Payment Program field will be held both in-person, October 15-17, 2025 AND virtually, November 5-6, 2025. The California Child Care Resource & Referral Network (R&R Network) and Thriving Families CA (TFC) Foundation will be joining forces once again to build our capacity to impact the communities we serve all across the state. We invite you to take advantage of this special event to support early childhood education and promote your company and products at our joint conference. With two formats, we look forward to more opportunities with our conference partners.

There are a variety of ways to sponsor The Hybrid Joint Annual Conference or show your support. Whether you are interested in one of our many sponsorship opportunities, purchasing ad space in the Conference program or hosting an exhibit booth to showcase new products or launch promotions, there will be ample opportunity for your company to be recognized as a contributor to the early learning and child care field and for you to build visibility and connect with senior management and key decision makers.

Research has shown that high quality early care and education experiences make a difference in children's lifelong academic and social success. In addition, child care helps support parents as they work, attend school, or engage in training programs. By participating in our joint conference, you are demonstrating your support for California's children and their families, and will be able to make a connection with a significant number of leaders in the early childhood and education community.

Highlights for this year's program include:

- 950 people from across the state are expected to attend this conference, including line staff, managers, directors and executive directors of agencies. 450 will be in-person and 500 will be virtual.
- Opportunities for both in-person, as well as virtual participation. In-person exhibitors will receive a virtual booth for free!
- 5 Dynamic keynote speakers and over 80 exciting workshops between the two formats.
- Ample opportunities to meet Resource & Referral, Alternative Payment professionals and other stakeholders in the early learning and child care and development community.
- The Virtual Conference Platform will be available to access until midnight on December 5th. This is an opportunity for sponsors and exhibitors to live on for 1 whole month post-conference.

Attached are the sponsorship opportunities that we ask you to consider. Please contact Danielle Metzger at (916) 567-6797 or danielle@thrivingfamilies-ca.org with any questions.

Sincerely,



Linda Asato
Executive Director, CCCRRN



Denyne Micheletti
Chief Executive Officer, TFC Foundation

IN-PERSON CONFERENCE SPONSORSHIP OPPORTUNITIES

The R&R Network and Thriving Families CA Foundation invite you to take advantage of a special opportunity to promote your company's visibility at our In-Person Conference on October 15-17, 2025



In-Person Conference Benefits:

\$18,000
Title Sponsor
(In-Person and Virtual Conference Opportunity!)

- Exclusive recognition as the "Title Sponsor"
- Full In-Person Conference participation for four (not including lodging)
- Access to contact information for all attending agencies and businesses
- Attendees will be sent a special email blast two weeks prior to the event, with a message from you
- Opportunity to host a meet-and-greet or product demonstration on Thursday evening.
- On stage recognition and five minutes of microphone time to welcome conference participants and to introduce yourself and your business
- Recognition in the conference program and one full-page color advertisement in the in-person program
- Conference Bag Insert
- Complimentary table in exhibition area with priority placement
- Your company logo projected on the presentation screen during meals
- Logo and web link on conference website pages – www.rnetwork.org and www.thrivingfamilies-ca.org
- Company name and logo on all event promotions, weekly newsletter and social media leading up to the event

Virtual Conference Benefits:

- Exclusive recognition as the "Title Sponsor"
- Co-Sponsorship of the Conference Platform
- Five-minute pre-recorded video placed in the Virtual Lobby welcoming attendees to the conference
- Your company logo included in the Virtual Lobby, which is the first thing attendees will see when they log in to the platform
- Full Virtual Conference participation for four
- Access to contact information for all attending agencies and businesses
- Attendees will be sent a special email blast two weeks prior to the event, with a message from you
- Opportunity to host a meet-and-greet or product demonstration on Thursday afternoon
- Recognition in the conference program and one full-page color advertisement in the virtual program
- Complimentary Premium booth in the Virtual Exhibit Hall with priority placement
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rnetwork.org and www.thrivingfamilies-ca.org
- Company name and logo on all event promotions, weekly newsletter and social media leading up to the event

\$12,500
**Technology
Sponsor**
**(In-Person and
Virtual
Conference
Opportunity!)**

In-Person Conference Benefits:

- Exclusive recognition as the “Technology Sponsor”
- Recognition as the Exclusive Sponsor of the Digital Conference Program/Conference App
- Full In-Person Conference participation for two (not including lodging)
- Access to contact information for all attending agencies and businesses
- Opportunity to host a meet-and-greet or product demonstration on Thursday evening
- Recognition in the conference program and one half-page color advertisement in program
- Complimentary table in exhibition area
- Your company logo projected on the presentation screen during meals
- Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org

Virtual Conference Benefits:

- Exclusive recognition as the “Technology Sponsor”
- Co-Sponsorship of the Conference Platform
- Full Virtual Conference participation for three
- Access to contact information for all attending agencies and businesses
- Opportunity to host a meet-and-greet or product demonstration on Thursday afternoon
- Recognition in the conference program and one half-page color advertisement in program
- Complimentary Premium booth in the Virtual Exhibit Hall with priority placement
- Your company logo included in the Virtual Lobby, which is the first thing attendees will see when they login to the platform
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$6,000
**Welcome
Reception**

- Signage at the Wednesday Evening Welcome Reception
- Opportunity to select a “Networking” Activity during the Welcome Reception
- Full conference participation for two (not including lodging)
- Your company’s promotional items or brochures placed at each table during the reception
- On stage recognition during the Welcome Reception
- Recognition in the conference program and one half-page color advertisement in program
- Complimentary table in exhibition area
- Your company logo projected on the presentation screen during the Welcome Reception
- Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$5,000
**Keynote
Speaker
Sponsor**

- Full conference participation for two (not including lodging)
- Email blast recognizing your sponsorship of a keynote session
- On-stage recognition during the keynote session you sponsor and five minutes of microphone time to introduce yourself and your business
- Recognition in the conference program and half-page color advertisement in program
- Complimentary table in exhibition area
- Your company logo projected on the presentation screen during sponsored keynote
- Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$5,000 Conference Lunch	<ul style="list-style-type: none"> • Signage at Thursday's lunch • Full conference participation for two (not including lodging) • Your company's promotional items or brochures placed at each table during your sponsored lunch • On stage recognition during Thursday's lunch • Recognition in the conference program and one half-page color advertisement in program • Complimentary table in exhibition area • Your company logo projected on the presentation screen during Thursday's lunch • Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$2,500 Rest & Relaxation Area	<ul style="list-style-type: none"> • Sponsor a conference exercise event and/or chair massages for conference attendees • Complimentary table in exhibition area • Set up brochures or literature for attendees to browse through while they await their massage • Half-page color advertisement for your business or agency in conference program • Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$2,000 Conference Giveaway	<ul style="list-style-type: none"> • Provide a giveaway of your choice with your company logo to conference attendees. Product will be placed at registration or other key location (ex. snacks, water, product samples, coupons, etc.) • Half-page color advertisement for your business or agency in conference program • Complimentary table in exhibition area • Logo and web link on conference website page – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$2,000 Conference Break	<ul style="list-style-type: none"> • Treat your colleagues to refreshments as they rejuvenate between conference sessions • Place signage at the break table • Quarter-page color advertisement for your business or agency in conference program • Logo and web link on conference website pages – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$1,500 each Partner	<ul style="list-style-type: none"> • Partners will be acknowledged in conference program • Complimentary table in exhibition area • Quarter-page color advertisement for your business or agency in conference program • Logo and web link on conference website pages – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$1,000 Name Badge Lanyards	<ul style="list-style-type: none"> • Put your name and logo on the name badge lanyards that attendees wear for the entire conference • Logo and web link on conference website pages – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$750 Supporter	<ul style="list-style-type: none"> • Supporters will be acknowledged in conference program • Quarter-page color advertisement for your business or agency in conference program • Logo and web link on conference website pages – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$250 Workshop Sponsor	<ul style="list-style-type: none"> • Sponsor a specific workshop (with over 50 to choose from) • Introduce the speaker at the beginning of the workshop • Logo and web link on conference website pages – www.rrnetwork.org and www.thrivingfamilies-ca.org • Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

**The R&R Network and Thriving Families CA Foundation
Joint Annual Conference, In-person October 15-17, 2025
DoubleTree Hotel, Sacramento, CA**



IN-PERSON REPLY FORM

Organization/Business Name: _____

Contact: _____

Address: _____ **City:** _____ **State:** _____ **Zip Code:** _____

Phone Number: _____ **Fax:** _____ **Email:** _____

SPONSORSHIP

☐ **YES! Please acknowledge us at the following sponsorship level:**

<input type="checkbox"/> Title Sponsor - \$18,000	<input type="checkbox"/> Conference Giveaway - \$2,000
<input type="checkbox"/> Technology Sponsor - \$12,500	<input type="checkbox"/> Partner - \$1,500
<input type="checkbox"/> Welcome Reception (Wednesday)- \$6,000	<input type="checkbox"/> Conference Break - \$1,500
<input type="checkbox"/> Keynote Sponsor - \$5,000	<input type="checkbox"/> Name Badge Lanyards - \$1,000
<input type="checkbox"/> Conference Lunch Sponsor - \$5,000	<input type="checkbox"/> Supporter - \$750
<input type="checkbox"/> Rest and Relaxation - \$2,500	<input type="checkbox"/> Workshop Sponsor - \$250

EXHIBITS AND ADVERTISING: IN-PERSON

Exhibits

NEW for 2025- one extra day for exhibitors! Table spaces for exhibits will be available in the ballroom for maximum exposure to conference participants. In-person exhibitors will also get a virtual exhibit booth free!

Exhibition Hours:

Wednesday, October 15, 2025	10:00am, Set up 11:00am – 7:00pm, Exhibits Open
Thursday, October 16, 2025	8:00am-4:45pm, Exhibits Open
Friday, October 17, 2025	7:45am-12:00pm, Exhibits Open 12:00pm-1:00pm, Tear Down

YES! *We would like to purchase the following:*

A Table Exhibit to be displayed from Wednesday October 15, 2025 through Friday, October 17, 2025.

☐ One 6 ft Table for \$750

☐ Two 6 ft Tables for \$950

In-Person Conference Advertisement

Color advertisement in the In-Person Conference Program booklet.

YES! *We would like to purchase the following:*

- ☐ Full Page (8in x 11in) for \$700
- ☐ Half Page (5.5in x 4in) for \$550
- ☐ Quarter Page for \$400

* All orders for advertising, artwork and payments must be received no later than September 26, 2025. Artwork must be provided to size in JPG or Pdf format. No bleeds allowed. Fonts must be embedded. Please contact Danielle Metzger at (916) 567-6797 or Danielle@thrivingfamilies-ca.org

Total Charges

Sponsorship	\$ _____
Table Exhibit	\$ _____
Program Advertising	\$ _____
Total Amount Due	\$ _____

Name Badges

Please submit the names of exhibit personnel:

1. _____
2. _____
3. _____
4. _____

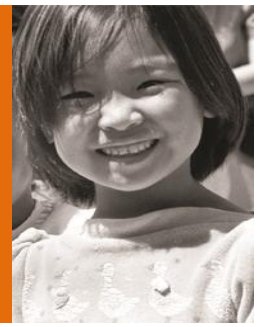
Mail/Scan this form to:

Thriving Families CA Foundation
1435 River Park Drive, Suite 406
Sacramento, CA 95815
Phone: (916) 567-6797
danielle@thrivingfamilies-ca.org

Please submit this form for In-person by Friday, September 26, 2025

VIRTUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

The R&R Network and Thriving Families CA Foundation invite you to take advantage of a special opportunity to promote your company's visibility at our VIRTUAL Conference on November 5-6, 2025.



\$5,000 Keynote Speaker Sponsor (3 opportunities available!)	<ul style="list-style-type: none">• Full conference participation for three• Access to contact information for all attending agencies and businesses• Email blast recognizing your sponsorship of a keynote session• Opportunity to pre-record a 3-minute welcome to the keynote session you choose to sponsor and time to introduce yourself and your business• Recognition in the conference program and half-page color advertisement in program• Complimentary Premium booth in the Virtual Exhibit Hall with priority placement• Your logo will be prominently placed in Virtual Lobby, which all attendees will access daily• Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website• Logo and web link on conference website page – www.rnnetwork.org and www.thrivingfamilies-ca.org• Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$2,500 Virtual Lobby Sponsorship	<ul style="list-style-type: none">• Would you like the most brand visibility? Become a Virtual Lobby Sponsor! In the Virtual Lobby section of the Conference. Your logo with a link to your website will become visible as attendees login!• Full conference participation for two• Access to contact information for all attending agencies and businesses• Recognition in the conference program and half-page color advertisement in program• Complimentary Premium booth in the Virtual Exhibit Hall with priority placement• Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website• Logo and web link on conference website page – www.rnnetwork.org and www.thrivingfamilies-ca.org• Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$2,000 Virtual Chat Sponsorship	<ul style="list-style-type: none">• Chat sponsors will have a specific chat available to them in the same menu bar as support, connections, and matching throughout the event page.• Full conference participation for one• Access to contact information for all attending agencies and businesses• Recognition in the conference program and half-page color advertisement in program• Complimentary Standard booth in the Virtual Exhibit Hall• Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website• Logo and web link on conference website page – www.rnnetwork.org and www.thrivingfamilies-ca.org• Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$1,500 each Partner	<ul style="list-style-type: none">• Partner logos will be prominently placed in the menu bar which all attendees will access daily• Access to contact information for all attending agencies and businesses• Recognition in the conference program and quarter-page color advertisement in program• Complimentary Standard booth in the Virtual Exhibit Hall• Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website• Logo and web link on conference website page – www.rnnetwork.org and www.thrivingfamilies-ca.org• Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$750 Supporter	<ul style="list-style-type: none">• Access to contact information for all attending agencies and businesses• Recognition in the conference program and quarter-page color advertisement in program• Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website• Logo and web link on conference website page – www.rnnetwork.org and www.thrivingfamilies-ca.org• Company name and logo on all event promotions, weekly newsletters and social media leading up to the event
\$250 Workshop Sponsor	<ul style="list-style-type: none">• Sponsor a specific workshop (with over 40 to choose from)• Reach 50+ attendees each session by sponsoring a Workshop Session• Receive recognition as the workshop sponsor with company logo placed in the workshop details section for that specific workshop• Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website• Logo and web link on conference website page – www.rnnetwork.org and www.thrivingfamilies-ca.org• Recognition in the conference program• Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

VIRTUAL BOOTH DETAILS

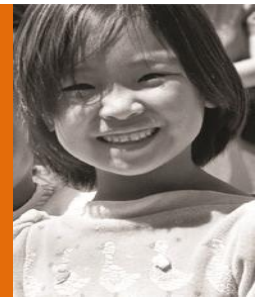
The Virtual Exhibit Hall will be open the entire duration of the Virtual Conference, as well as for 1-month post-conference. All In-Person Conference Exhibitors will receive a Free Virtual Exhibit Booth.

There are two options for a virtual exhibitor booth:

Standard Booth: \$600	Premium Booth: \$1,200
N/A	Premium Booths will be listed first in the Exhibit Hall
N/A	Introduction Video when attendees enter your booth
N/A	Document Hosting can host up to 5 Documents
N/A	1 Booth representative gets a conference registration
N/A	One-on-One Scheduled Video/Audio Appointments
Passport Game (Encourages Attendees to visit your booth and lead generation)	Passport Game (Encourages Attendees to visit your booth and lead generation)
Conference Program: Company listed and description	Conference Program: Company listed and description
In Booth: Company Description	In Booth: Company Description
In Booth: Company Logo	In Booth: Company Logo
In Booth: Link to Company Website	In Booth: Link to Company Website
In Booth: Company Contact information	In Booth: Company Contact information
Live Chat during Exhibit Hall Time	Live Chat during Exhibit Hall Time
Access to contact information for all attendees	Access to contact information for all attendees
Post analytics data provided by Virtual Platform (who visited your booth (lead generation), what content attendees visited)	Post analytics data provided by Virtual Platform (who visited your booth (lead generation), what content attendees visited)
Easy Booth Setup with Self-Service Portal	Easy Booth Setup with Self-Service Portal
Bonus for 2025: No travel, hotel, booth set-up or freight costs	Bonus for 2025: No travel, hotel, booth set-up or freight costs

The R&R Network and Thriving Families CA Joint Annual
Conference, VIRTUAL November 5-6, 2025

VIRTUAL REPLY FORM



Organization/Business Name: _____

Contact: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Phone Number: _____ Fax: _____ Email: _____

SPONSORSHIP

YES! Please acknowledge us at the following sponsorship level:

<input type="checkbox"/> Keynote Sponsor - \$5,000	<input type="checkbox"/> Partner - \$1,500
<input type="checkbox"/> Virtual Lobby Sponsor - \$2,500	<input type="checkbox"/> Supporter - \$750
<input type="checkbox"/> Virtual Chat Sponsor - \$2,000	<input type="checkbox"/> Workshop Sponsor - \$250

EXHIBITS AND ADVERTISING

YES! We would like to purchase the following:

- ☐ A Virtual Exhibitor Booth to be displayed for the duration of the Virtual Conference.
- ☐ Standard Booth for \$600 ☐ Premium Booth for \$1,200

Advertisement

Color advertisements are included in the Virtual Conference Program Booklet.

YES! We would like to purchase the following:

- ☐ Full Page (8in x 11in) for \$600
- ☐ Half Page (5.5in x 4in) for \$450
- ☐ Quarter Page for \$300

* All orders for advertising, artwork and payments must be received no later than October 24, 2025. Artwork must be provided to size in JPG or Pdf format. No bleeds allowed. Fonts must be embedded. Please contact Danielle Metzger at (916) 567-6797 or Danielle@thrivingfamilies-ca.org

Total Charges

Sponsorship \$ _____

Virtual Booth \$ _____

Program Advertising \$ _____

Total Amount Due \$ _____

Name of Booth Staff

Please submit the names of exhibit personnel (can add up to 10- continue on back of page if needed):

1. _____
2. _____
3. _____
4. _____

Please submit this form for Virtual by Friday, October 24th!

Send this form to: Thriving Families CA Foundation
1435 River Park Drive, Suite 406
Sacramento, CA 95815
Phone: (916) 567-6797 Email: danielle@thrivingfamilies-ca.org
(Please make checks out to Thriving Families CA Foundation)