



REGION NINE HEAD START ASSOCIATION

Elevating the Head Start Community™

PARTNERSHIP OFFERINGS

153 

The number of agencies participating in R9HSA's membership benefits

\$ 1.3 BILLION
The total annual budgets and collective buying power of our members budgets

113,500 

The number of children and families served by R9HSA's members who will use your products and services.

35,490

The number of staff employed. 

WHY PARTNER?

Becoming a R9HSA partner provides a variety of opportunities and sales tools through digital communication strategies/advertising, live and virtual events/webinars, and customized partnerships that will help your company increase your exposure and access to our **35,490** members all while increasing your impact on the nation's most vulnerable children and families.

We're interested in partnerships that enrich our existing offerings and provide value to our members. However we are also open to creative ideas that your company believes will leverage the influence of our combined brands and audiences. We understand that your advertising dollars need to count and it's important to get in front of your target audience.

Located in this packet you will find information on:

- Training Partners
- Communications via Website, News, Email, Social Media & Event Platforms
- Events & Conferences Sponsorships, Exhibit booths, and Advertising
- Gear Zone Website for Selling Co-branded Apparel, Kits, & More
- Partner Events with Revenue Share Model
- Member Seminars Live & On Demand
- Customized Partnerships

ABOUT R9HSA

We are passionate about the possibility of giving all families and children from birth to 5, an opportunity to succeed in school, and in life. This is our purpose.

The Head Start Community is our inspiration, and we wish to foster inclusivity, kindness, knowledge, leadership, courage, and innovation. It is our duty to elevate the Head Start Community by offering insightful, innovative, and pertinent programs and services via our conferences, networks, events, and advocacy.

INTERESTED IN A CUSTOMIZED PARTNERSHIP?

Contact our Business Development Manager at partnerships@region9hsa.org

READY TO PARTNER WITH R9HSA?

Please take a moment to fill our partnership application [here](#).

COMMUNICATIONS

WEBSITE, EMAIL, SOCIAL MEDIA AND EVENT PLATFORMS

R9HSA has a multitude of digital advertising options for your company. Mix and match a variety of options or try them out a la carte or grouping a few items to maximize your reach to R9HSA's members.

OPTIONS	REQUIRED FROM PARTNER	RATE	MEASURABLES
<p>One (1) Approved social media post to be sent via the R9HSA Facebook, Instagram, Twitter, and LinkedIn accounts.</p> <p>R9HSA will choose the date of posting with guidance from partner.</p>	<p>ARTWORK CREATED BY PARTNER</p> <p>Facebook – 1,200x630 pixels Twitter - 1,200x675 pixels Instagram – 1,020x1,080 pixels Videos – up to 60 seconds LinkedIn – 1,200x627 pixels JPG, JPEG, or PNG format MP4 or MOV video format</p>	<p>\$100 per post</p>	<p>Facebook–likes, shares, comments Twitter–likes, retweets, comments Instagram–likes, comments LinkedIn–likes, comments</p>
<p>One (1) Email sent via the R9HSA directory</p> <p>R9HSA email list currently has 13,000+ contacts</p> <p>R9HSA will choose the date of posting with guidance from partner</p>	<p>Graphics and text – either via e-mail template or Word document</p> <p>Graphics specs same as social media</p>	<p>\$500 per post</p>	<p>E-mails–open rate, click rate</p> <p>Depending on content of email purchasing or registration may be used.</p>
<p>Listing on Partnership Directory</p> <p>Logo, contact information, company description, and link to company's website listed on the R9HSA's Partnership Directory web page</p> <p>E-mail sent quarterly to R9HSA members highlighting the partnership directory</p>	<p>Company Logo - 190 by 120 pixels Website address to hyperlink logo</p> <p>Short paragraph (3-6 sentences) description of your services and/or products</p> <p>Company contact-name, email, phone</p> <p>Two clients that can be listed on the website as references for contact. (name, phone, email)</p>	<p>\$500 annual</p>	<p>Click Rate on quarterly emails</p> <p>Company website click rates on R9HSA website</p> <p>Use of company code/ coupon</p>
<p>NEW! One (1) Our Voice articles/ opinion piece written by your company and shared on the Community News page on the R9HSA website</p> <p>Our Voice articles are focused on your companies voice on issues and trends in the HS community.</p>	<p>Article written in the voice of the sponsor. R9HSA reserves the right to editorial review.</p> <p>Photos or graphics if relevant</p> <p>Footnote any references or details</p>	<p>\$500</p>	<p>Click rate of monthly news email</p> <p>Website click metrics</p>
<p>NEW! One (1) Success Story written by your company and shared on the Community News page on the R9HSA website.</p> <p>Success Story is an article about the relationship the authoring company has with a Head Start Program.</p> <p>How you've been a supportive vendor to a HS Program?</p>	<p>Article written in the voice of the sponsor. R9HSA reserves the right to editorial review.</p> <p>Photos or graphics if relevant</p> <p>Footnote any references or details</p>	<p>\$500</p>	<p>Click rate of monthly news email</p> <p>Website click metrics</p>

TRAINING PARTNERS

R9HSA promotes a select number of trainers that have been determined capable of meeting our members' high expectations for quality and service. The R9HSA is providing this list of Trainers for the convenience of Head Start agencies. Agencies will be encouraged to thoroughly check out the vendors' products and references before purchase. We will require you to share two references that can be contacted by possible future clients.

Below are some ideas of topics that Head Start agencies are interested in but not limited to...

- Dual Language Learner
- Data Audits
- Workflow Mapping
- Challenging Behaviors
- Trauma-Responsive Practices
- CLASS
- Early Literacy
- Creative Play
- Educator Burnout
- Art Therapy
- Equity & Inclusion
- Compassionate Leadership
- Individual Coaching
- Securing Grants

OPTIONS	REQUIRED FROM PARTNER	RATE	MEASURABLES
Quarterly Training Email to all R9HSA members *Featured status on R9HSA website homepage for an upgraded price	Professional Photo and Company Logo Description of services offered Two clients that can be listed on the website as references for contact. (name, email)	\$250 annual \$500 annual for featured status on homepage	Clients referred to you from our data base and marketing.

CONFERENCES & INSTITUTES

Region 9 Head Start Association is proud to host **4 premier conferences** & institutes throughout the year.

1

Family Engagement & Cultural Effectiveness Conference

The Family Engagement and Cultural Effectiveness Conference is designed to celebrate the different cultures, traditions, and practices that are reflected in the modern family. In doing so, participants learn how to use the strengths and attributes of culture to aid a child's own successful walk through the world.

2

Early Childhood STEM Institute

The Early Childhood STEM Institute is focused on bringing our community a fun and engaging experience to learn science principles in an interactive, hands-on approach, enabling Head Start education staff to teach about science principles appropriately and knowledgeably.

3

First 1,000 Days! Early Head Start Conference

The First 1,000 Days! Early Head Start Conference gathers annually to challenge, enable, and celebrate the work of our community. From downtown Phoenix to the Pacific Islands, from homeless shelters and correctional facilities to early education centers, living rooms, and community spaces, and from staff who have master's and doctoral degrees to those working part-time as caregivers – we encompass the Early Head Start community.

4

Conferencia de Head Start en Español

Conferencia de Head Start en Español is tailored to the unique needs of our Head Start/Early Head Start community in which Spanish is the primary language of both adults and children. From our keynotes to our networking sessions, from vendors to volunteers, our promise is to elevate high quality professional development.

OPTIONS	REQUIRED FROM PARTNER	RATE	MEASURABLES
<p>GOLD SPONSORSHIP</p> <p>Listed as Opening/Closing/Special Event Sponsor</p> <p>Video Welcoming Attendees</p> <p>Social media marketing</p> <p>Email marketing logo</p> <p>Exhibitor access to attendees on the platform</p> <p>Participation by 4 representatives</p> <p>45 minute workshop opportunity</p>	<p>All necessary items to build your virtual booth & sponsor profile will be gathered via the exhibitor sponsor application.</p> <p>Raffle (if applicable)</p> <p>Live demo details(zoom, microsoft teams, google hangout)</p>	<p>\$2,000 per event</p>	<p>WHOVA Lead Generations</p> <p>Sponsored Session Views</p>
<p>SILVER SPONSORSHIP</p> <p>Email marketing to include logo</p> <p>Social media marketing</p> <p>Exhibitor access to attendees on the platform</p> <p>Participation by 3 representatives</p> <p>45 minute workshop opportunity</p>	<p>All necessary items to build your virtual booth & sponsor profile will be gathered via the exhibitor sponsor application.</p> <p>Raffle (if applicable)</p> <p>Live demo details</p>	<p>\$1,000 per event</p>	<p>WHOVA Lead Generations</p> <p>Sponsored Session Views</p>
<p>BRONZE SPONSORSHIP</p> <p>Exhibitor access to attendees on the platform</p> <p>Participation by 2 representatives</p>	<p>All necessary items to build your virtual booth & sponsor profile will be gathered via the exhibitor sponsor application including promo videos, booth representatives names, etc.</p> <p>Raffle (if applicable)</p> <p>Live demo details</p>	<p>\$500 per event</p>	<p>WHOVA Lead Generations</p> <p>Sponsored Session Views</p>
<p>DIGITAL OR PRINTED PROGRAM ADVERTISING</p> <p>Full page, 4-color, advertisement</p> <p>Location of advertisement will be selected by R9HSA. (back outside page, back inside page, or front inside page)</p>	<p>Recommended image dimensions: 256px x 256px (Max 1000px x 1000px)</p> <p>Accepted Files: .jpg, .jpeg, .png</p>	<p>\$950 per ad</p>	<p>Amount of print copies distributed</p> <p>Coupon code</p>
<p>DIGITAL OR PRINTED PROGRAM ADVERTISING</p> <p>Half page, 4-color, advertisement</p> <p>*Location of advertisement will be selected by R9HSA.</p>	<p>Recommended image dimensions: 256px x 256px (Max 1000px x 1000px)</p> <p>Accepted Files: .jpg, .jpeg, .png</p>	<p>\$550 per ad</p>	<p>Amount of print copies distributed</p> <p>Coupon code</p>

*In addition, to use of an email manager, social media platforms we are adding the use of our event Whova app and desktop platform as our tool to manage our attendee's engagement. With Whova we can provide each exhibitor a listing, link to a video product demo, allow for the messaging of attendees and utilize a community board/meet up during the event.

TRAINING WEST

Training West was established to bring forward trainings relevant to Head Start beyond Region 9. Training West curates essential content on a continual basis in order to meet the growing needs of Head Start agencies and staff. Content experts are engaged to advance emerging knowledge and implementation strategies.

Some of the current content being offered is...

- The Leadership Challenge Workshop (4 days series ongoing – Face to Face)
- Advancing Advocacy T4T (9-week cohort- Virtual)
- Site Directors Academy (2 days- Hybrid)
- Evidence Says! Webinar
(4 on-demand workshops at various R9HSA events – Virtual)

OPTIONS	REQUIRED FROM PARTNER	RATE	MEASURABLES
<p>VIRTUAL TRAININGS SPONSORSHIP</p> <p>5 minute welcome on Day 1 of the training</p> <p>20 minutes to share resources and videos, on Day 1 of the training</p> <p>Acknowledgment of sponsorship on all marketing materials for the event including email & social media.</p>	<p>Recommended image dimensions:</p> <p>256px x 256px (Max 1000px x 1000px)</p> <p>Accepted Files: jpg, jpeg, .png</p>	<p>\$500.00</p>	<p>Click rates</p> <p>Attendance numbers</p>
<p>FACE TO FACE TRAININGS SPONSORSHIP</p> <p>5 minute welcome on Day 1 of the training</p> <p>25 minutes to share resources, videos, handouts on Day 1 of the training</p> <p>Participate in lunch & continue to share resources with attendees</p> <p>Acknowledgment of sponsorship on all marketing materials for the event including email & social media.</p>	<p>Recommended image dimensions:</p> <p>256px x 256px (Max 1000px x 1000px)</p> <p>Accepted Files: jpg, jpeg, .png</p>	<p>\$1,000.00</p>	<p>Click rates</p> <p>Attendance numbers</p>

MEMBER SEMINARS

R9HSA has created a special zone just for our partners to showcase products & services in order to advance the Head Start communities knowledge & discover new SOLUTIONS free of charge to our members! The content for these 60 minute seminars is created & presented by your company. R9HSA will handle all of the marketing & logistics. We look forward to learning what solutions your company can help our HS Family solve!

OPTIONS	REQUIRED FROM PARTNER	RATE	MEASURABLES
<p>1 (One) SOLUTIONS Member Seminar</p> <p>Content and Presentation created by your company. Marketing & Production to be handled by R9HSA including...</p> <ul style="list-style-type: none"> • Registration • Listing on Events Webpage • Advertising • Promotional emails • Role of Host/M.C. • Recording & editing of video • YouTube on demand management 	<p>Graphics including organization logo</p> <p>Formal title, seminar description, list of presenters contact info, Learning Outcomes</p> <p>Schedule a practice session a week out</p> <p>Presentation materials (PPT, PDFs, etc.)</p>	<p>\$1,000</p>	<p>Facebook-likes, shares, comments</p> <p>Twitter-likes, retweets, comments</p> <p>Instagram-likes, comments</p> <p>LinkedIn-likes, comments</p>

PARTNER EVENTS & GEAR ZONE PRODUCTS

If your company has a marketing and logistics system in place then maybe partner events are a better fit. Your company will be running content and logistics; R9HSA will participate in marketing efforts to help boost attendance. These events could consist of multi-day virtual/in-person trainings, to free single-day virtual webinars. R9HSA also partners with companies on co-branding and marketing products with a revenue share model at our New Gear Zone website!

OPTIONS	REQUIRED FROM PARTNER	RATE	MEASURABLES
<p>CO-SPONSORED EVENTS</p> <p>Your companies event co-sponsored and co-marketed by the R9HSA via website, social media, and email.</p> <p>Posting on Partnership Directory</p>	<p>Graphics including company logo</p> <p>Marketing emails created</p> <p>Social Media Posts created</p> <p>Event link to registration page</p>	<p>REVENUE SHARE TO BE NEGOTIATED</p>	<p>Head Start member's attendance numbers & income.</p>
<p>REVENUE SHARE PRODUCTS OR SERVICES</p> <p>Your company's product or service co-marketed by the R9HSA on our Head Start Gear Zone</p> <p>R9HSA will provide marketing on website, social media, & email.</p> <p>Posting on Partnership Directory</p>	<p>Graphics including company logo</p> <p>Marketing emails created</p> <p>Social Media Posts created</p>	<p>INCOME FROM PRODUCTS SOLD</p>	<p>Income from Products Sold</p>

R9HSA CORPORATE MEMBERSHIP

Corporations and other allied organizations are welcome to join R9HSA as Corporate Members

The annual fee is \$500. Corporate Member will be listed on the Membership webpage. Corporate partners will be invited to advise R9HSA Board of Directors on strategic projects & initiatives.