



Presents the Annual

Kids Are Worth It!®

CONFERENCE

The Central Bank Center - Lexington | September 9-10, 2024

The Kids Are Worth It!® Conference is Kentucky's premier multi-disciplinary child abuse prevention conference. The conference equips professionals (i.e. medical providers, mental health experts, law enforcement officers, child advocates, foster parents, and more) who interact and work with Kentucky's children, with increased knowledge and awareness of child abuse prevention, the latest research and best practices in the field, and networking opportunities to develop and improve upon existing collaborative efforts.

WHY SPONSOR?

- ✓ **ENHANCE** your visibility to approximately 700 attendees
- ✓ **CULTIVATE** name recognition among child welfare specialists from across the state
- ✓ **DEMONSTRATE** your support of child abuse prevention and healthy families
- ✓ **CONTRIBUTE** to the advancement of child abuse prevention in Kentucky

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities can be specifically tailored to meet your needs. If you are interested in supporting the conference in a manner not listed below, we will work with you to ensure your educational, promotional, and networking expectations are met. Please contact PCAK for more information.

SOCIAL MEDIA ANALYTICS

PCAK's social media presence each week averages 8,100 followers on Facebook, 3,700 on X (Twitter), and 1,600 on Instagram.

Please contact Melanie at mhorn@pcaky.org or (859) 225-8879 for more information!

SIGNATURE

Over \$7,500

We offer signature sponsorship opportunities that afford sponsors significantly more coverage than the great packages listed below to meet your unique needs. If you are interested in supporting the conference through a signature sponsorship, we will work with you to ensure your educational, promotional, and networking expectations are met. **Please contact PCAK for more information.**

YEAR-ROUND \$7,500

EVERYTHING INCLUDED IN THE LEADING PACKAGE PLUS:

- ✓ Total of THREE registration scholarships provided to the recipients of your choice PLUS two free nights of lodging
- ✓ Logo feature on ALL signage and materials associated with the conference
- ✓ Opportunity to introduce a keynote speaker during one plenary session
- ✓ Recognition during four workshops with the opportunity to introduce the presenter
- ✓ Premier exhibit space for the duration of the conference - to include up to two exhibit tables if you want extra space or to highlight a specific program or project
- ✓ Highlight of your organization will be distributed alongside conference promotions via three emails to the PCAK List Serve (4,000 unique emails)
- ✓ Featured sponsor on the PCAK website for a minimum of three months leading up to the conference

EXTENDED IMPACT

- ✓ All materials distributed from PCAK's Information and Data Center will include a conference ad highlighting your logo the two months leading up to the conference
- ✓ ALL live trainings provided by PCAK four months prior to the conference will include a conference ad featuring your logo and verbal name recognition

LEADING \$5,000

EVERYTHING INCLUDED IN THE PREMIER PACKAGE PLUS:

- ✓ Total of TWO registration scholarships provided to the recipients of your choice PLUS two free nights of lodging
- ✓ Special VIP seating and recognition during ALL plenary sessions
- ✓ Recognition during three workshops
- ✓ Opportunity to display a vertical, self-standing banner (provided by sponsor) in a high traffic area
- ✓ Publicity to your organization via the PCAK App
- ✓ Featured sponsor on the PCAK website for a minimum of one month leading up to the conference

EXTENDED IMPACT

- ✓ All materials distributed from PCAK's Information and Data Center will include a conference ad highlighting your logo the month leading up to the conference
- ✓ One live training provided by PCAK prior to the conference will include a conference ad featuring your logo and verbal name recognition

INDIVIDUAL ADS AVAILABLE

STARTING AT \$175

PREMIER

\$3,500

EVERYTHING INCLUDED IN THE SUPPORTING PACKAGE PLUS:

- ✓ Total of TWO free registration scholarships provided to recipients of your choice
- ✓ Free ad space in the Conference Registration Brochure
- ✓ Special VIP seating and recognition during two plenary sessions
- ✓ Highlight of your organization will be distributed alongside conference promotions via two emails to the PCAK List Serve (4,000 unique emails)
- ✓ Premier exhibit space for the duration of the conference
- ✓ Featured sponsor on the PCAK website for a minimum of three-weeks leading up to the conference

CONTRIBUTING \$1,000

EVERYTHING INCLUDED IN THE CONTRIBUTOR PACKAGE PLUS:

- ✓ Free half page ad page in the Conference Brochure distributed to all participants
- ✓ Special VIP seating and recognition during one plenary session
- ✓ Exhibit space for the duration of the conference
- ✓ Recognition during one workshop
- ✓ Listed as a sponsor on all conference publications
- ✓ Special highlight featuring your participation as an exhibitor to be distributed in one email blast to over 4,000 PCAK List Serve Members

SUPPORTING \$2,500

EVERYTHING INCLUDED IN THE CONTRIBUTING PACKAGE PLUS:

- ✓ One registration scholarship provided to recipient of your choice
- ✓ Free full page ad page in the Conference Brochure distributed to all participants
- ✓ Opportunity to include promotional items in each participant bag
- ✓ Recognition during two workshops
- ✓ Highlight of your organization will be distributed alongside conference promotions via one email to the PCAK List Serve (4,000 unique emails)
- ✓ Premier inclusion on all conference materials
- ✓ Year-long recognition on the PCAK website
- ✓ Featured sponsor on the PCAK website for a minimum of one-week leading up to the conference

WORKSHOP

\$800

EVERYTHING INCLUDED IN THE CONTRIBUTOR PACKAGE PLUS:

- ✓ Listed as a workshop sponsor on the registration brochure
- ✓ Publicity to your organization/business utilizing PCAK's social media platforms

CONTRIBUTOR

\$350

- ✓ Listed in the Conference Brochure (distributed to all participants)
- ✓ Publicity utilizing PCAK social media platforms
- ✓ Listing in the PCAK Annual Report