



6th annual Children of Incarcerated Parents

National Conference

April 15, 16 & 17, 2024

How did they do it?

2024 Sponsorship Information

The **National Children of Incarcerated Parents Conference** is driven by the need to support, not only children and families personally impacted by incarceration, but also those engaged in the following areas:

- ♥ advocacy
- ♥ behavioral health
- ♥ child welfare
- ♥ community groups
- ♥ criminal justice
- ♥ education
- ♥ faith based organizations
- ♥ foster care
- ♥ governmental agencies
- ♥ income support
- ♥ library
- ♥ nonprofit agencies
- ♥ philanthropy
- ♥ policy makers
- ♥ social workers

Partner with the Center for Child Well-Being as we continue our mission of empowering youth, families and communities in the face of mass incarceration.

Why sponsor CIP 2024?

♥ Play a key role in bringing innovative ideas and resources to the forefront of this hidden issue

- ♥ Align your brand with an organization committed to improving the delivery of human services on a local and national scale
- ♥ Share information about your efforts with over 300 conference attendees*
- ♥ Build relationships within a community dedicated to serving those affected by parental incarceration
- ♥ Demonstrate support for advancing the well-being of children
- ♥ Reach a broad audience through branded impressions via our social platforms, website, as well as branded materials at the conference

*Attendee data based on previous conference attendance numbers. Attendees were professionals in the fields listed above.

Over 2 million
children currently have a
parent who is incarcerated

Incarceration is an
epidemic with more
children affected than those
diagnosed with autism or
juvenile diabetes

Affected children live with
another parent, relative, or
are in **foster care**

Parental incarceration
affects **minoritized
communities** at
higher rates

Partnering with the ASU Center for Child Well-Being

The Center for Child Well-Being combines the knowledge, expertise and resources of a large public research university with the operational capacity of state and community agencies working to serve vulnerable families and to advance solutions that would otherwise be unattainable.

The ASU Center for Child Well-Being's mission is to advance child and family well-being. We believe that society can collectively overcome challenges and make a difference by ensuring the health and well-being of its children. Drawing upon the expertise of faculty from across ASU's

research enterprise, we work to increase resilience among families and to build safer, more vibrant communities for young people. We do this through our work in three key areas: Research, Training, and Community Engagement.

On April 15, 16 & 17, 2024, the 6th Annual Children of Incarcerated Parents National Conference (CIP2024) will be held virtually. The Children of Incarcerated Parents National Conference is multidisciplinary in its approach, and intends to facilitate the exchange of best practices, research, policy, advocacy, and lived experience.

A La Carte

- Full page, full color virtual program ad (\$500)
- Half page, full color virtual program ad (\$300)
- Full page, black and white virtual program ad (\$300)
- Half page, black and white virtual program ad (\$200)
- Sponsor an attendee (\$300 - \$325 per attendee)

Empathy Through Literature

Help us reduce the stigma of incarceration through books. Donations to the Empathy Through Literature project go directly to book purchases for schools, libraries and jails.

- Empathy Through Literature Book Sponsor (\$500)



Sponsorship Tiers

	Platinum Sponsor \$15,000 and above	Gold Sponsor \$10,000 - \$14,999	Silver Sponsor \$5,000 - \$9,999	Copper Sponsor \$1,000 - \$4,999	Turquoise \$350 - \$999	CIP Friend \$50 - \$349
Complimentary Registrations	Custom	10 - 15	5 - 7	1-3	0-1	0
Table at Live Event	●	●	●	●	●	
Recognition in conference emails	Priority Recognition	●	●	●	●	●
Promotion on website - logo placement with link	Priority Placement	●	●	●	●	●
Ad in conference program*	Full page, full color, back cover or other priority location	Full page, full color	Full page, full color	Full page, full color	Half page, full color	Logo in program
Customizable sponsor information in virtual lobby	●	●	●	●	●	●
Verbal recognition during conference	●	●	●	●	●	●
Intermission Slide*	1600 x 900	1600 x 900	1600 x 900	1600 x 900	800 x 900	Logo on Intermission Slide
Logo on virtual lobby	Priority Placement	●	●	●	●	●
Logo on conference app	●	●	●	●	●	●
Ad on conference app*	●	●	●	●	●	
Thank you on social media	●	●	●	●	●	●
Custom social media graphics to share	●	●	●	●	●	
Video Presentation at the event**	●	●	●	●		
Message/Article in conference program	●	●	●			
Welcome or closing message by organization's designee at conference	●	●				
Conference naming (Presented by ASU Center for Child Well-Being and "your organization")	●					

* Provided by sponsor. ** Provided by sponsor, 2-5 minutes long



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Sponsorship Price Sheet

✓	SPONSORSHIP OPPORTUNITY	COST
⬡	Platinum Sponsor	\$15,000 and above
⬡	Gold Sponsor	\$10,000 - \$14,999
⬡	Silver Sponsor	\$5,000 - \$9,999
⬡	Copper Sponsor	\$1,000 - \$4999
⬡	Turquoise Sponsor	\$350 - \$999
⬡	CIP Friend	\$50 - \$349
⬡	Full page, full color virtual program ad*	\$500
⬡	Half page, full color virtual program ad*	\$300
⬡	Full page, black and white virtual program ad*	\$300
⬡	Half page, black and white virtual program ad*	\$200
⬡	Sponsor an in-person attendee _____ x \$325	\$ _____
⬡	Sponsor a virtual attendee _____ x \$300	\$ _____
⬡	Empathy Through Literature Book Sponsor _____ x \$500	\$ _____
⬡	Additional donation to CCWB	\$ _____
	TOTAL INVESTMENT	\$ _____

*Items provided by sponsor, ASU Center for Child Well-Being & CIP 2024 are not responsible for creation of this content

Please submit funds by April 1, 2024, to receive benefits of selected sponsorship. Funds received after that date may be too late to receive certain time-sensitive benefits, such as name/logo listed on materials. Questions regarding sponsorship opportunities may be directed to Kim Sandstrom, Senior Program Manager, by e-mailing childwellbeing@asu.edu or by calling 602-496-0071. All funds will be deposited with the ASU Foundation for a New American University, a separate nonprofit organization that exists to support ASU. Please consult your tax advisor regarding the deductibility of charitable contributions. Proceeds from this event will benefit the Center for Child Well-Being conference.