

The 7th Annual  
**Ann Adalist-Estrin**  
Memorial National Children of  
Incarcerated Parents Conference



# Moving Forward Through Uncertainty

## 2025 Sponsorship Information

**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

The **Ann Adalist-Estrin Memorial National Children of Incarcerated Parents Conference** is driven by the need to support, not only children and families personally impacted by incarceration, but also professionals from 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 2025?

- ♥ 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 500 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

# 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.

This year's conference titled The Ann Adalist-Estrin Memorial National Children of Incarcerated Parents Conference: Moving Forward Through Uncertainty (CIP2025) will be held in Scottsdale, Arizona on April 7, 8 and 1/2 day on the 9th, 2025. The conference will continue 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)
- Sponsor an in-person attendee (\$325 per attendee)
- Sponsor a virtual attendee (\$175 per attendee)

## Empathy Through Literature

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

- Empathy Through Literature Sponsor (\$500)

## Virtual Sponsor (\$500)

- 1 virtual sponsor/exhibitor space
- 1 complimentary virtual registration
- 1/2 page full color ad in our virtual program\*
- Recognition with link on conference emails
- Logo on intermission slide
- Logo and link on event website
- Logo on conference mobile and web apps
- Thank you on Social Media

## Sponsorship Tiers

	Gold Sponsor Only 1 available \$10,000	Silver Sponsor \$7,500	Copper Sponsor \$5,000	Turquoise Sponsor \$2,500	Red Rock Sponsor \$1,000
Complimentary registrations	10	5	4	2	1
Table at live event	🟡	🟠	🟠	🟢	🟣
Customizable digital sponsor page	🟡	🟠	🟠	🟢	🟣
Recognition on conference emails	Premier recognition with link	Recognition with link	Recognition with link	Recognition with link	Recognition with link
Ad in virtual program*	Full-color, two-page center spread	Full page, full color, in priority location	Full page, full color	1/2 page, full color	1/2 page, full color
Intermission slide*	1600 x 900	1600 x 900	1600 x 900	800X900	Logo on Intermission Slide
Thank you on social media	🟡	🟠	🟠	🟢	🟣
Shareable social media graphics with organization's logo	🟡	🟠	🟠	🟢	🟣
Logo on CCWB conference pages	🟡	🟠	🟠	🟢	🟣
Logo on mobile and web apps	🟡	🟠	🟠	🟢	🟣
Logo on conference profile pages on mobile and web apps	🟡	🟠	🟠	🟢	
Logo on conference agenda pages on web and mobile apps	🟡	🟠	🟠		
Logo on conference sessions on mobile and web apps	🟡	🟠	🟠		
Message/article in virtual program	🟡	🟠			
Exclusive logo placement on conference header	🟡				
Welcome message by organizations designee at conference†	🟡				

\* Provided by sponsor. †2-5 minutes long














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# Sponsorship Price Sheet

✓ **SPONSORSHIP OPPORTUNITY**

**COST**

	Gold Sponsor (only 1 available)	\$10,000
	Silver Sponsor	\$7,500
	Copper Sponsor	\$5,000
	Turquoise Sponsor	\$2,500
	Red Rock Sponsor	\$1,000
	Virtual Sponsor	\$500
	Full page, full color virtual program ad*	\$500
	Half page, full color virtual program ad*	\$300
	Sponsor an in-person attendee _____ x \$325	_____
	Sponsor a virtual attendee _____ x \$175	_____
	Empathy Through Literature Sponsor _____ x \$500	_____
	<b>TOTAL INVESTMENT</b>	_____

\*Items provided by sponsor, ASU Center for Child Well-Being & CIP 2025 are not responsible for creation of this content

Please submit funds by March 15, 2025, 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 Angela Ruffalo, Program Manger, by e-mailing aruffalo@asu.edu. 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 ASU Center for Child Well-Being.