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 professionals from the following areas:

- social work
- foster care
- criminal justice
- behavioral health
- corrections
- probation
- child welfare
- law
- education
- policy makers
- advocacy
- governmental agencies
- nonprofit agencies
- faith based organizations

Partner with the Center for Child Well-Being to move beyond awareness and help increase advocacy and improve services.

Over 2 million children currently have an incarcerated parent

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 minority families at higher rates than other families

childwellbeing.asu.edu/sponsorship
Partnering with the ASU Center for Child Well-Being

who we are

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 14, 21 & 28, the 3rd Children of Incarcerated Parents National Conference (CIP2021)** will be held virtually. This conference is the first of its kind to address the complexity of experiences, from pre to post parental incarceration across multiple systems.

Our conference is multidisciplinary in its approach, and intends to facilitate the exchange of best practices, research, policy, advocacy, and lived experience.

why sponsor CIP 2021?

- 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 incarceration.
- Demonstrate your organization’s 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. Approximately 1,200 people registered for the October 2020 Incarceration Summit. Attendees were professionals in the fields of: social work, criminal justice, law and human services, as well as from the faith-based sectors.
### Sponsorship Opportunities

#### CUSTOMIZABLE SPONSORSHIPS

**STARING AT $2,500 INCLUDE:**

- 1 virtual exhibition space
- 2 complimentary registrations
- 1/2 page ad in our program*
- Logo placement on website & email blasts
- Recognized as a sponsor on all printed materials, social media, pre-conference email blasts, and day of conference materials

*Full Page Ads Available for Additional Fee
*Ad provided by sponsor

#### VIRTUAL EXHIBIT

**$1,000†, $300 FOR NONPROFIT AGENCIES INCLUDE:**

- 1 virtual exhibition space
- 1 complimentary registration
- 1/4 page ad in our program*
- Logo placement on website & email blasts

† nonprofits receive an 70% discount!

* 1/2 Page and Full Page Ads Available for Additional Fee
* Ad provided by sponsor

---

### A la Carte

These sponsorship opportunities are available to all sponsors for an additional fee:

- **Full Page, Full Color Ads ($1,000)**
- **Half Page, Full Color Ads ($500)**
- **Scholars Program (Starting at $1,000)**
  - Sponsor 10 event participants who will be identified as Scholars of your organization. Sponsored attendees will be identified as Named Scholar in the conference app to increase visibility and show your organization’s commitment to the future by providing scholarships to those wishing to attend who do not otherwise have the means.
- **Youth Art Contest Prize Sponsor ($500)**
  - 1 registration included
  - Logo placement on website & email blasts
- **App Sponsor ($5,000)**
  - Throughout the conference, attendees will continually access the CIP app for pertinent information such as schedules, keynote bios and event information. App sponsors will have their logo and full screen ad within the app platform linked to the landing page.
- **Keynote Sponsor ($5,000)**
  - 1 virtual exhibition space
  - 5 registrations included
  - 1 half-page color ad in our program*
  - Logo placement on website & email blasts
- **Banner Ads (Call for details)**
  - Clickable banner ads will run within the app and virtual platform.
- **Scholarships ($100 per scholarship)**
  - Provided to one person to attend the conference, who does not otherwise have the means.
- **Library Sponsor ($500 per set)**
  - Help reduce the stigma of incarceration for children through literature. Help a library in need provide access to fiction books that feature children of all ages as the main characters dealing with issues of incarceration. Rural and social service agency/school libraries often lack funding to purchase the books. Your gift will provide one full set of books to a library in need.

Prestige Tiers available. Contact us for detailed information regarding Maroon and Gold Circle or Platinum Sponsorships.

*Ads provided by sponsor. Inside front cover, inside back cover, and back page ads are exclusive to Prestige Tier sponsors.

---

[618 N. Central Ave. | Suite 100 | Phoenix, AZ 85004]
[childwellbeing@asu.edu | childwellbeing.asu.edu | 602-496-1477]
[childwellbeing.asu.edu/sponsorship]
## Price Sheet

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><em>Full Page, Full Color Ad</em> (inside front cover, inside back cover, and back page ads are exclusive to prestige tier sponsors)</em>*</td>
<td><strong>$1,000</strong></td>
</tr>
<tr>
<td><strong>Half Page Ad in Online Program</strong></td>
<td><strong>$500</strong></td>
</tr>
<tr>
<td><strong>Scholars’ Program (10 named scholars (for e.g., Jason Dime, Ford Scholar) participants identified as Scholar in the conference app)</strong></td>
<td><strong>$1,000</strong></td>
</tr>
<tr>
<td><strong>Conference App Sponsor</strong></td>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td><strong>Keynote Sponsor</strong></td>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td><strong>Youth Art Contest Sponsor</strong></td>
<td><strong>$500</strong></td>
</tr>
<tr>
<td><strong>Banner ads (on app and virtual lobby)</strong></td>
<td>Call for details</td>
</tr>
<tr>
<td><strong>Prestige Sponsor (Maroon &amp; Gold, and Platinum Sponsorships available)</strong></td>
<td>Call for details</td>
</tr>
<tr>
<td><strong>Scholarships for those in need</strong></td>
<td>_______ x $100  $_______________</td>
</tr>
<tr>
<td><strong>Sponsor a Library</strong></td>
<td>_______ x $500  $_______________</td>
</tr>
</tbody>
</table>

**TOTAL INVESTMENT** $__________________

---

*Items provided by sponsor, ASU Center for Child Well-Being & CIIP 2021 are not responsible for creation of this content

Please submit funds by March 15, 2021, 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 Theresa Moore, Business Manager, by e-mailing childwellbeing@asu.edu or by calling 602.496.1477. 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.
**Sponsor Information:**

Organization/Company Name: __________________________________________________________

Contact Full Name & Title: ____________________________________________________________

Address: __________________________________________________________________________

City: ______________________ State: _____________ Postal/Zip Code: ________________

Email: _____________________________ Phone: ________________________________

*My signature below indicates I am the authorized representative of this company/organization.*

Signature: __________________________ Date: ______________________

**Total Investment Commitment (from reverse page)** _________________________________

**Payment Options:**

- [ ] Please send me an **INVOICE** from ASU for the amount listed above
- [ ] I am enclosing a check payable to **ASU FOUNDATION** – mailed to the address below
- [ ] I am paying by **CREDIT CARD**, please email me the link to the payment portal

Email (Please print clearly): __________________________________________________________

---

**Please mail, email, or fax signed agreement to:**

ASU Center for Child Well-Being

Attn: Theresa Moore

618 N. Central Ave. #100 Phoenix, AZ 85004

Email: childwellbeing@asu.edu

Questions? Please call **602.496.1477** or email **childwellbeing@asu.edu**

---

**Center for Child Well-Being**

Arizona State University

---

618 N. Central Ave. | Suite 100 | Phoenix, AZ 85004
childwellbeing@asu.edu | childwellbeing.asu.edu | 602-496-1477