



KIDDIE  ACADEMY®
EDUCATIONAL CHILD CARE

2021

A N N U A L

Conference

Sponsorship Opportunities

FROM THE PRESIDENT

Dear Colleague,

On behalf of the Kiddie Academy® system, we invite you to be an honored sponsor of the 2021 Kiddie Academy Annual Conference. We have worked hard to design an experience that allows you to engage with the more than 400 anticipated attendees from our nearly 300 Academies nationwide.

This year's conference will take place October 26-28 via the *Pathable Virtual Events Platform*. This innovative interactive platform allows you to create a customized virtual booth that creates meaningful, personal connections with attendees, demonstrate products and services, and more.

We will offer pre-conference training sessions to help you make the most out of your Virtual booth and your sponsorship package.

The enclosed detailed sponsorship brochure contains the full details of our four generous sponsorship packages, along with several a la carte enhancements, built to fit your budget and business goals. If you have questions or suggestions, please feel free to contact our Vendor Relations Manager, Allison Tames.

Registration for the 2021 Kiddie Academy Virtual Conference ends on September 10.

We're looking forward to having you with us again for this year's virtual gathering and contributing to the success of your business!

Warmest Regards,



Josh Frick
President
Kiddie Academy®



Annual Conference 2021

Virtual Conference Event Platform



Our virtual conference platform will allow you to create meaningful, personal connections with our over 400 expected attendees. Here's how you can best leverage your virtual booth:

- **Customize** your booth to represent your brand and showcase your products and services by adding content such as **graphics, videos** and downloadable **files**.
- Directly connect with booth visitors through public conversation and collect valuable feedback by offering **polls** which help engage attendees while eliminating guesswork and providing live feedback.
- Connect one-on-one with attendees using the **Talk Now** feature during exhibitor hours to connect closely with leads, provide more information and answer any questions they may have.
- Access live **metrics** during the conference such as booth visitors, leads, content views and messages to help achieve ROI.

Make the Most Out of Your Virtual Booth

Not sure how to best utilize a virtual booth? Our conference planner, Designing Events will host trainings to focus on creating a profitable sponsorship experience.

Please see the dates and details of each session below:

Sponsor Training: Platform and Packages – September 23, 2021 at 11 a.m. - 12 p.m. ET

In this training we will review sponsor benefits included in your package, learn about how sponsors will be showcased within the platform and how to access and utilize the virtual booth and platform features.

Sponsor Briefing: What to Expect at Kiddie Academy 2021 – October 19, 2021 at 11 a.m. - 12p.m. ET

Join the sponsor briefing as we prepare for the upcoming conference and discuss strategies to engage with attendees and encourage virtual traffic so you can get the most out of your sponsorship.

Sponsor Debrief: November 4, 2021 at 11 a.m. – 12 p.m. ET

Join us to discuss your experiences at the 2021 Annual Conference as a sponsor as we look ahead to 2022!

2021 Sponsorship Levels

Sponsors of the Kiddie Academy® 2021 Annual Conference have the unique opportunity to tailor packages to fit their goals and their budget. Select your sponsorship level below, then visit our [ONLINE SPONSORSHIP COMMITMENT SYSTEM](#) to secure your sponsorship.

Registration Deadline: September 10, 2021

Each Virtual Exhibit Hall Booth Includes

- 1:1 video calls during exhibitor hours
- Company logo
- Company description
- Links to other resources and websites
- Videos, files and polls
- Access to analytics: booth visits, unique booth visitors, leads, video and document views, chat messages and private messages and meetings



Silver - \$8,000

- Three complimentary attendee registrations
- Listing on conference platform's Virtual Exhibit Hall
- Virtual booth at Vendor Expo
- Conference Academy lists

Gold - \$10,000

- Five complimentary attendee registrations
- Listing on conference platform's Virtual Exhibit Hall
- Virtual booth at Vendor Expo
- Conference Academy lists
- Logo featured on content slides
- Logo on homepage of conference platform
- Platform notification during conference promoting sponsor

2021 Sponsorship Levels (cont.)

Sponsors of the Kiddie Academy® 2021 Annual Conference have the unique opportunity to tailor packages to fit their goals and their budget. Select your sponsorship level below, then visit our [ONLINE SPONSORSHIP COMMITMENT SYSTEM](#) to secure your sponsorship.

Registration Deadline: September 10, 2021

Platinum - \$13,500

- Eight complimentary attendee registrations
- Premium listing on conference platform
- Premium Virtual booth at Vendor Expo
- Priority logo placement on content slides
- Logo on homepage of platform
- Priority delivery of conference Academy lists
- Platform notification during conference promoting sponsor
- Dedicated email blast promoting sponsor and booth at conference
- Social media shoutout on Kiddie Academy LinkedIn page promoting sponsorship

Diamond - \$16,000

- 10 complimentary attendee registrations
- Premium listing on conference platform
- Premium Virtual booth at Vendor Expo
- Priority logo placement on content slides
- Logo on homepage of platform
- Priority delivery of conference Academy lists
- Platform notification during conference promoting sponsor
- Dedicated email blast promoting sponsor and booth at conference
- Social media shoutout on Kiddie Academy LinkedIn page promoting sponsorship
- Networking Happy Hour sponsorship

A La Carte Package Enhancements (limited availability)

- Dedicated email blast \$750
- Platform notification \$750
- Social media shoutout on Kiddie Academy LinkedIn page \$750
- :30 commercial \$1,000
- Vendor demo \$1,500
- Roundtable host \$2,000
- Spark! presentation \$2,500
- Happy Hour sponsorship \$3,000
- Keynote sponsorship \$4,000



Making a Difference Together

At Kiddie Academy, our Community Essentials philosophy drives us towards a brighter tomorrow. That philosophy embodies the belief that by empowering our community, we can reach new heights together.

That's why in 2017, we established the Kiddie Academy Community Foundation (KACF), a 501(c)(3) public charity that aims to empower families, build strong communities, and brighten futures for children across the country. By bridging compassion and teamwork, KACF brings diverse support to families and individuals in need across the Kiddie Academy system, serving our team members in a variety of ways including disaster relief and financial assistance in times of hardship.

Community Begins Here.®

As part of Kiddie Academy's overarching corporate social responsibility efforts, the Kiddie Academy Community Foundation helps extend our Life Essentials philosophy and our Character Essentials curriculum beyond the classroom, delivering a promise of support to our employees and the families we serve. With a donation to KACF, our valued vendors have the unique opportunity to play a leading role in supporting the Kiddie Academy system and helping our team members and families in need.

Past support from the Kiddie Academy Community Foundation to the Kiddie Academy community includes:

- Support of eight Academy teachers impacted by Texas Winter Storm Uri
- Support of an Ohio-based Academy teacher after the loss of her daughter
- Support of an Academy teacher after the loss of her son to gun violence
- Support of a Washington-based Academy student affected with a life-threatening illness
- Support of teachers experiencing extended, life-threatening illnesses

"The Kiddie Academy Community Foundation helped me and my family get through my COVID-19 recovery. It meant so much to me that this company cares about their employees. The grant helped me with my bills and hospital bills I received during COVID-19. It's unfortunate that things turned out this way, but I can truly say "I BEAT COVID." I am thankful for my life and so appreciative of Kiddie Academy. Thank you!"
- Christine, teacher at Kiddie Academy of Darien

"Receiving support from the Foundation was great news and a huge blessing after the winter storms here in Texas."
- Jazmin, teacher at Kiddie Academy of Cypresswood



Support the Kiddie Academy Community Foundation

Kiddie Academy Domestic Franchising invites you to designate a portion of your Conference sponsorship to the Kiddie Academy Community Foundation (KACF). By simply checking the box below, you can donate \$1,000 of your sponsorship package to help support members of the Kiddie Academy community. By designating a portion of your sponsorship to KACF, your organization can give back at no additional cost.

- ☐ Check here to voluntarily designate \$1,000*—a portion of your standard sponsorship—to the Kiddie Academy Community Foundation. KACF will recognize your contribution by displaying your company logo on a “Charitable Vendors” slide visible during the virtual Conference event.

** Thank you for supporting the Kiddie Academy Community Foundation (“KACF”). No part of the \$1,000 designated as a donation to KACF is tax deductible. Any additional amount donated to KACF may be tax-deductible. Please consult your tax advisor.*

SHINE BRIGHTER. Supplement your gift above and have your company’s support showcased even further. By making an additional donation, your company will be recognized based on the various sponsorship levels outlined below.*

VISIONARY – \$5,000

- Live shout out/acknowledgment at Spark Session and Awards Presentation
- Pre- and post-conference mention on Kiddie Academy KARES site (franchisee intranet)
- Kiddie Academy Community Foundation Visionary lapel pin
- Company logo included on a conference email blast to franchisees
- Logo listed on forthcoming Foundation site for one year
- Company logo and contribution level included on a “Charitable Vendors” slide
- Company logo listed as a charitable vendor in the Conference program booklet

CHAMPION – \$2,500

- Live shout out/acknowledgment at Spark Session
- Pre- and post-conference mention on Kiddie Academy KARES site (franchisee intranet)
- Company logo included on a conference email blast to franchisees
- Logo listed on forthcoming Foundation site for one year
- Company logo and contribution level included on a “Charitable Vendors” slide
- Company logo listed as a charitable vendor in the Conference program booklet

PATRON – \$1,000


- Company logo and contribution level included on a “Charitable Vendors” slide
- Company logo listed as a charitable vendor in the Conference program booklet
- Logo listed on forthcoming Foundation site for one year

LEADER – \$500

- Company logo and contribution level included on a “Charitable Vendors” slide
- Company logo listed as a charitable vendor in the Conference program booklet

*Disclosure

KACF is an organization described in Internal Revenue Code Section 501(c)(3). A copy of KACF’s most recent annual report is available by contacting KACF at 3415 Box Hill Corporate Center Drive, Abingdon, MD, 21009, by telephone at 410-515-6058, or by email at mdontas@kiddieacademy.com. Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage, from the Maryland Secretary of State, Charities Division, State House, Annapolis, MD 21401, (410) 974-5534 or for residents of the following states, as stated below. Florida: CH No. 82-3065158 A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELPFLA OR AT www.FloridaConsumerHelp.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Michigan: MICS No. Mississippi: The official registration and financial information of KACF may be obtained from the Mississippi Secretary of State’s office by calling 1-888-236-6167.



New Jersey: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504- 6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.state.nj.us/lps/ca/charfrm.htm>. **New York: A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website at www.charitiesnys.com or, upon request, by contacting the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or us at 3415 box Hill Corporate Center Drive, Abingdon, Maryland 21009. You may obtain information on charitable organizations from the New York State Office of the Attorney General at www.charitiesnys.com or (212) 416-8401.** North Carolina: Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989 (within North Carolina) or (919) 814-5400 (outside of North Carolina). Pennsylvania: The official registration and financial information of KACF may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Virginia: From the State Office of Consumer Affairs in the Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 23218. Washington: From the Charities Program at 1-800-332-4483, or www.sos.wa.gov/charities. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Wisconsin: A financial statement of the charitable organization disclosing assets, liabilities, fund balances, revenue and expenses for the preceding fiscal year will be provided to any person upon request. CONTRIBUTIONS ARE DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES IN ACCORDANCE WITH APPLICABLE LAW. REGISTRATION IN A STATE DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION OF KACF BY THE STATE. KACF is not registered in Washington, D.C. and

The Kiddie Academy Community Foundation ("KACF") has designated Kiddie Academy Domestic Franchising ("KADF") to act as an authorizing official and to collect donations on the Foundation's behalf. The authorizing official shall act as principal coordinator of this fundraising effort. The authorizing official will maintain financial records relating to this fundraising effort as required by law and make records available to auditors as required by law. KADF will not receive any financial or other tangible benefit in exchange for serving as an authorizing official fundraising on behalf of KACF.