

The Cradle 2020-2021 Sponsorship Offerings + Premiums

Our Children Education Series	Presenting Partner Bundle \$50,000	Collaborative Partner Bundle \$25,000	Community Connector Bundle \$10,000	Strengthening Supporter Bundle \$5,000	Awareness Architect Bundle \$3,500
Recognition as event sponsor	■	■	■	■	■
Guests Per Webinar	20	10	5	3	2
Press Release/ Media Advisory	Co-Branded, Logo	Logo	Text	Text	Text
Website Recognition	Logo & Hyperlink	Logo	Text	Text	Text
eNews	Logo & Hyperlink	Logo & Hyperlink	Text	Text	Text
Mention in email promotions	■	■	■	■	■
Sponsorship recognition on social media	■	■	■	■	■
Verbal Recognition During Each Webinar	■	■	■	■	■
Recognition in Post Event Thank You	■	■	■	■	■
Opportunities for electronic literature to be distributed	■	■	■		
#ThankYouThursday tagged posts	2	1			
30-60 video during each webinar	■	■			
Exclusivity in Field	■	■			

National Adoption Awareness Month (November 2020)	Presenting Partner Bundle \$50,000	Collaborative Partner Bundle \$25,000	Community Connector Bundle \$10,000	Strengthening Supporter Bundle \$5,000	Awareness Architect Bundle \$3,500	Nat. Adoption Awareness Month Sponsor \$1,500
Recognition as sponsor	Primary logo placement, Text	Logo, Text	Text	Text	Text	Text
Recognition in Press Release/ Media Advisory	Co-Branded, Logo	Logo	■	■	■	■
Social Media Posts during NAAM	4	2	1	1	1	1
Header Image on Social Media	Co-branded, logo	Logo	Text	Text	Text	
Recognition in Blog Content	■	■	■	■		■
Exclusivity in Field	■	■				
Inclusion in media opportunities, if presented	■	■				
#ThankYouThursday tagged posts	1	1				1

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Silver Cradle Accreditation for Adoption-Positive Employers	Presenting Partner Bundle \$50,000	Collaborative Partner Bundle \$25,000	Community Connector Bundle \$10,000	Strengthening Supporter Bundle \$5,000	Awareness Architect Bundle \$3,500	Silver Cradle Sponsor \$1,500
Recognition as sponsor	■	■	■	■	■	■
Representatives at Reception*	10	6	4	2	2	4
Press Release – Application Period	Co-branded, Logo, Copy	Logo, Copy	Copy	Copy		Copy
Press Release – Accredited Agencies	Co-branded, Logo, Copy	Logo, Copy	Copy	Copy		Copy
Recognition on cradle.org Silver Cradle page	Logo, Hyperlink	Logo	Text	Text		Text
Mention in eNews	Logo, Hyperlink	Logo	Text			Text
Recognition at Reception*	■	■	■			■
Recognition on Application Form	Logo					
Opportunity to Speak at Reception*	■					

*Silver Cradle reception may be a virtual event depending on health and social distancing regulations at time of awarding accreditation