This year’s FALL LEADERSHIP INSTITUTE will be held in conjunction with two exciting new events – the PARENTS AS LEADERS TRAINING and FAMILIES UNITE FOR HEAD START RALLY. General information about the three events is included below along with available opportunities to sponsorship and advertising opportunities to get your company and its message front and center at these high visibility events. Your participation and support will help create a memorable and valuable experience for this large group of active and dedicated Head Start directors, administrators, advocates, staff, and families.

2017 FALL LEADERSHIP INSTITUTE
September 25 - 28, 2017 | Hyatt Regency Crystal City | Arlington, VA
Projected Attendance: 375-500 Head Start professionals (82% are senior-level staff)

The Fall Leadership Institute is a popular policy-driven event attended almost exclusively by Head Start Executive Directors, Directors, CEOs, Managers, and leadership-track staff from programs across the nation. The Institute facilitates networking and focuses on pressing policy issues, advocacy challenges, and the opportunity to hear from senior staff from the Office of Head Start. See the schedule-at-a-glance on the following page.

PARENTS AS LEADERS TRAINING
September 26 & 27, 2017 | 4H Conference Center | Chevy Chase, MD
Projected Attendance: 550 Head Start Parents and family members

During NHSA’s Fall Leadership Institute, Head Start parents will have the opportunity to participate in the Parents as Leaders Training – a unique day-and-a-half of educational training program that focuses on developing parents into leaders in their programs, families and communities. This intensive training program is a part of our newly launched Families Unite for Head Start initiative!

FAMILIES UNITE FOR HEAD START RALLY AND HILL DAY
September 27, 2017 | US Capitol and the US Congress | Washington, DC
Projected Attendance: 1,000+ Head Start parents, family members and professionals

At least 1,000 parents from around the nation will join Fall Leadership Institute attendees to make their voices heard during a Head Start Spirit Rally on Capitol Hill. The rally will feature Head Start Ambassadors, Members of Congress, and other special guests! Following the rally, participants will walk to the US House of Representatives and the US Senate to meet with their Members of Congress.
**FALL LEADERSHIP INSTITUTE SCHEDULE-AT-A-GLANCE***

**Sunday, September 24th**
- 9 a.m. – 5 p.m. | Pre-Institute Session – Advancing Continuous Quality Improvement in Your Program

**Monday, September 25th**
- 10:30 a.m. – Noon | Opening General Session – Swimming in the Swamp: What DC’s Political Environment Means for Head Start
- Noon – 1:30 p.m. | Break for Lunch
- 1:30 p.m. – 4:15 p.m. | Plenary Session with the Office of Head Start – Head Start Enrollment & Monitoring the New Standards
- 4:30 p.m. – 5:30 p.m. | Head Start Town Hall
- 5:45 p.m. – TBD | *The Head Start Advantage* Documentary Screening and Networking

**Tuesday, September 26th**
- 8:30 a.m. – 9:30 a.m. | Breakout Sessions – Financing Facilities; Secretary Price’s Priorities; Immigration Reform
- 9:45 a.m. – 10:45 a.m. | Breakout Sessions – Early Childhood Workforce; Child Nutrition and Welfare
- 11 a.m. – Noon | Breakout Sessions – Local Partnerships and In-Kind; Leadership Survival Skills; Evidence-Based Policy
- Noon – 2 p.m. | Break for Lunch
- 2 p.m. – 3 p.m. | Breakout Sessions – School District Coordination; A Culture of Quality Improvement; Medicaid, CHIP, & ACA
- 3:15 p.m. – 4:15 p.m. | Breakout Sessions – Reaching the Most Vulnerable; Parent Gauge; Head Start Reauthorization
- 4:30 p.m. – 6 p.m. | Plenary Session – The United States of Head Start

**Wednesday, January 25th – DAY ON CAPITOL HILL**
- 9 a.m. – 10:30 a.m. | Transportation to Capitol Hill
- 11 a.m. – Noon | Families Unite for Head Start Rally
- Noon – 4:30 p.m. | Hill Visits with Elected Officials
- 6:30 p.m. – TBD | Hill Visits Debriefs and Pizza Party

**Thursday, January 26th**
- 8:30 a.m. – 10:30 a.m. | Plenary Session with the Office of Head Start – Head Start Updates from the federal office
- 10:45 a.m. – 1 p.m. | Closing Session & Head Start Livingroom Conversations

**PARENTS AS LEADERS TRAINING SCHEDULE-AT-A-GLANCE***

**Tuesday, September 26th**
- 9 a.m. - 11 a.m. | Opening Session – Head Start’s Rich History and *The Head Start Advantage* Documentary Screening
- 11 a.m. - 12:30 p.m. | Breakout Sessions – How to Tell Your Head Start Story; Navigating the K-12 School System; Financial Planning
- 12:30 p.m. - 1:30 p.m. | Lunch and Learn
- 3 p.m. - 4 p.m. | Breakout Sessions – Inspirational Leadership; Program Governance; How to Get the Most Out of Head Start
- 4:30 p.m. - 6:30 p.m. | Closing Plenary – Building Relationships with Legislators
- 6:30 p.m. - 8:30 p.m. | Dinner, Networking, and Rally Preparation

**Wednesday, September 27th**
- 8 a.m. – 10:30 a.m. | Transportation to Capitol Hill
- 11 a.m. – Noon | Families Unite for Head Start Rally
- Noon – 2:30 p.m. – Noon | Special Guest Chef Hugh Acheson
- 2:30 – 4 p.m. | Closing Session with Special Guest Chef Hugh Acheson
- 4:30 p.m. – 5:30 p.m. | Hill Debrief and Closing Reception on Capitol Hill
- 5:30 p.m. – 6 p.m. | Transportation from Capitol Hill

*Agendas are subject to change.
SPONSORSHIP OPPORTUNITIES

Your invaluable contribution to this event through sponsorship will be recognized with high-visibility placement of your logo in pre-event emails to the Head Start field, on the event web page, at the Opening and Closing Sessions, and in the printed agenda as well as the benefits highlighted in the individual opportunities listed below. Please feel free to suggest additional opportunities that would help meet your specific marketing goals.

Premier Corporate Sponsorship Levels | PARENTS AS LEADERS TRAINING

- Head Start Preferred Corporate Sponsor - $25,000
- Head Start Corporate Partner - $15,000
- Head Start Corporate Friend - $10,000

A premier sponsor will have its logo displayed on the back of the 1,500 T-shirts worn at the Rally on The Hill and will select sponsorable items up to the value of the sponsorship level from the list below.

Inspirational Address | PARENTS AS LEADERS TRAINING - $3,500

One of your representatives will be invited to make inspirational remarks on behalf of your company at the Opening or Closing events. Photos taken during the address will be shared on our social media channels, and a post-event email from the sponsor will be sent to all participants.

Movie Night Sponsor | 2017 FALL LEADERSHIP INSTITUTE - $7,000

Treat participants of the Fall Leadership Institute to popcorn during the screening of the new Head Start documentary. You’ll be invited to make remarks, play a brief sponsored video to the audience before the documentary (3 to 5 minutes), receive a complimentary registration to attend the Leadership Institute, and include a sponsored message in the daily email to participants.

Resource Table | 2017 FALL LEADERSHIP INSTITUTE OR PARENTS AS LEADERS TRAINING - $2,000

Host a resource table throughout the event and introduce yourself to this large group of decision makers. Sit in on the training for an excellent opportunity to interact with participants and gain unique firsthand insight about current challenges, key issues, and new developments in Head Start.

Private Meal Event or Focus Group | 2017 FALL LEADERSHIP INSTITUTE - $3,000

Take advantage of this exclusive gathering of decision makers by hosting a one-hour private breakfast, luncheon, or focus group for a targeted group of 20 – 50 guests. You’ll receive priority access to event space, opportunity to brand the space with signage, valuable time structured around your needs, contact information from RSVP list, and a post-event email sent to the guests who attended your sponsored event. Sponsor is responsible for food, beverage, and AV costs.

Private Networking Reception | 2017 FALL LEADERSHIP INSTITUTE - $4,000 (Exclusive Sponsorship)

Host a private reception for a targeted group of 20 – 50 guests. You’ll receive priority access to event space, opportunity to brand the space with signage, valuable time structured around your needs, contact information from RSVP list, and a post-event email sent to the guests who attended your sponsored event. Sponsor is responsible for food, beverage, and AV costs.

Lanyards | 2017 FALL LEADERSHIP INSTITUTE - $2,500 (Exclusive Sponsorship)

Lanyards are the highest visibility items seen and worn throughout the event and the best way to promote brand recognition. This sponsorship will reinforce your company’s commitment to the Head Start community as your color logo appears alongside NHSA’s logo on each lanyard.

Institute Training Folder | 2017 FALL LEADERSHIP INSTITUTE - $3,500 (Exclusive Sponsorship)

Build your brand awareness by having your logo showcased on the cover of the training folders given to each participant. We use durable polypropylene folders that thrifty Directors will certainly keep and use again. This sponsorship includes a complimentary advertising insert. Upgrade options are available.

PAL Training Folder | PARENTS AS LEADERS TRAINING - $2,500 (Exclusive Sponsorship)

Build your brand awareness by having your logo showcased on the cover of the training folders given to each participant. We use durable polypropylene folders that thrifty Directors will certainly keep and use again. This sponsorship includes a complimentary advertising insert. Upgrade options are available.
Wi-Fi Sponsor | 2017 FALL LEADERSHIP INSTITUTE - $6,000 (Exclusive Sponsorship)
Your contribution to this event will make you a big hit with participants. You’ll be recognized as the provider of complimentary Wi-Fi access in on-site signage, a custom message with your logo in the daily email to participants, one complimentary registration to attend the Leadership Institute, a roster of attendees after the event wraps up, and a post-event promotional email to all participants.

Giveaway/Sample Distribution | 2017 FALL LEADERSHIP INSTITUTE OR PARENTS AS LEADERS TRAINING - $3,000 (Limited to 2 Sponsors)
Support ongoing leadership development while showcasing one of your products or resources for each participant. Includes one complimentary printed insert with for distribution with your product.

Sponsored Map | 2017 FALL LEADERSHIP INSTITUTE OR PARENTS AS LEADERS TRAINING - $1,500 (Exclusive Sponsorship)
Your branding and a sponsored message will be prominently displayed on a map of local points of interest given to each attendee.

Morning Snack Pack for Head Start Parents | PARENTS AS LEADERS TRAINING - $3,500 (Exclusive Sponsorship)
Help Head Start parents get the day off to a healthy start and stay energized with a healthy breakfast snack before they spend their day are busy advocating for the Head Start program on Capitol Hill.

Celebratory Send-Off | PARENTS AS LEADERS TRAINING - $7,000
Celebrate the dedication of parents who are beating the odds by contributing to our send-off celebration. Sponsors will have an opportunity offer an inspirational message to the audience and then enjoy some light food and refreshments before the crowd heads home. Even if you can’t be there in person, we’ll make sure your generosity is recognized on our social media platforms.

Head Start Rally on the Hill Video | 2017 FALL LEADERSHIP INSTITUTE AND PARENTS AS LEADERS TRAINING - $3,000
NHSA will be creating a video of the Head Start Rally on the Hill to share with the Head Start community on our social media platforms and in an eblast. Your generous support will be recognized with a thank-you message with hyper linked logo each time the video is shared.

Post-Institute Sponsored Webinar | 2017 FALL LEADERSHIP INSTITUTE - $5,000
Host a webinar to highlight additional training or resources that align with the policy-driven focus of NHSA Leadership Institute or topics relevant to Head Start administrators. You’ll receive one complimentary advertising insert, an eblast promoting the sponsored webinar to all participants, and one complimentary registration to attend the Institute. 
*Sponsored webinars cannot be promoted as being affiliated with NHSA training events or endorsed by NHSA as NHSA does not endorse or recommend products or services.

**ADVERTISING OPPORTUNITIES**

**FALL LEADERSHIP INSTITUTE Training Folder Inserts**
- Postcard or Flyer..............................................$650
- Brochure .....................................................$750
- Mini-catalog (up to 12 pages)...............$1,000
- Catalog (up to 46 pages)..................$2,000

**Quantity:** Please send 525 copies of your insert.
**Insert deadline:** Inserts must be received by 9/20/2017.

**PARENTS AS LEADERS TRAINING Folder Inserts**
- Postcard or Flyer..............................................$500
- Brochure .....................................................$650
- Mini-catalog (up to 12 pages)...............$750
- Catalog (up to 46 pages)..................$1,000

**Quantity:** Please send 600 copies of your insert.
**Insert deadline:** Inserts must be received by 9/20/2017.

To discuss the Fall Leadership Institute or Parents as Leaders Training and the available marketing opportunities, contact me by email at julie@nhsa.org or call (703) 739-7561.