Event Location: Omni Louisville Hotel, 400 S 2nd St, Louisville, Kentucky 40202
Projected Attendance: 250 Head Start Professionals
Audience Snapshot: 80% Senior-Level Staff (Executive Directors, Directors, Managers, etc.)
14% Direct-Service Staff (Educators, Home Visitors, Health Staff, etc.)
13% Support Staff (Program Operations Staff)
0% Policy Council Members & Other Parents
0.3% Other

The 2018 Head Start Manager and Director Academy will take Head Start managers and directors on a four-day journey through the Head Start grant cycle and will include effective community needs assessment, setting goals and creating effective teams, and adapting for improvement. This Academy brings together Head Start practitioners from across the country to explore what it takes to align program services with five year grants, develop leadership skills that support all staff and their professional development, and use data to effectively tell a program’s story.

Monday, July 9 | OPENING DAY
9:15 a.m. – 10:45 a.m. Opening General Session
11:00 a.m. - 12:30 p.m. Focus on Innovation
12:30 p.m. – 1:30 p.m. Lunch Break
1:30 p.m. – 3:00 p.m. Breakout Sessions
5 Year Grant Process | PFCE Goals | Making Connections
3:15 p.m. – 5:00 p.m. Breakout Sessions
5 Year Grant Process | Parent Gauge | Making Connections
4:15 p.m. - 4:45 p.m. End of Day Session

Tuesday, July 10 | EXECUTION
9:00 a.m. – 10:00 a.m. General Session
10:15 a.m. - 11:45 a.m. Breakout Sessions
Intentional Leadership | ERSEA | Program Governance
Noon – 1:15 p.m. Lunch Break
1:15 p.m. – 2:45 p.m. Breakout Sessions
Team Building | ERSEA | Program Operations
3:00 p.m. – 4:00 p.m. Breakout Sessions
Emotional Intelligence | ERSEA | Fiscal & Admin Requirements
4:15 p.m. - 4:45 p.m. End of Day Session

Wednesday, July 11 | OUTCOMES
9:00 a.m. – 10:00 a.m. General Session
10:15 a.m. - 11:45 a.m. Breakout Sessions
Talking About Outcomes | Data Pitfalls | Data Analysis
Noon – 1:15 p.m. Lunch Break
1:15 p.m. – 2:45 p.m. Breakout Sessions
Presenting Outcomes | Reviews: What to Expect | Benchmarking
3:00 p.m. – 4:00 p.m. Panel Discussion
Outcomes-Based Data-Driven Culture
4:15 p.m. - 4:45 p.m. End of Day Session

Thursday, June 29 | WORKFORCE
9:00 a.m. – 10:00 a.m. General Session
10:15 a.m. - 11:45 a.m. Breakout Sessions
Intentional Leadership | ERSEA | Program Governance
Noon – 1:15 p.m. Lunch Break
1:15 p.m. – 2:45 p.m. Breakout Sessions
Team Building | ERSEA | Program Operations
3:00 p.m. – 4:00 p.m. Breakout Sessions
Emotional Intelligence | ERSEA | Fiscal & Admin Requirements
4:15 p.m. - 4:45 p.m. End of Day Session

*Agenda is subject to change.

Find more details about the 2018 MDA at nhsa.org/event/2018-manager-and-director-academy
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 field, on the event web page, and at the Opening and Closing Sessions as well as with the benefits called out in the individual opportunities listed below. We welcome suggestions for additional opportunities that align with your specific marketing goals.

Welcome Reception | $7,500 | **Exclusive Sponsorship** - **SOLD**
Play a pivotal role in closing out the first day of the Institute at this popular reception. You’ll receive one complimentary registration to the Academy, brief speaking time at the reception, face-to-face networking time with attendees, the opportunity to give each guest a goodie bag or materials, opportunity to display company signage in the event space, and a message in the end-of-day email.

Opening General Session | $5,000 | **Exclusive Sponsorship**
Enjoy exclusive recognition and exposure at the start of the Manager and Director Academy. You’ll receive one complimentary registration to the Academy, brief speaking time during the Opening General Session, a display table throughout the event, the opportunity to provide table-top or seat-drop materials and to display company signage in the training space, and a pre- or post-event email to participants.

Notebook and Pen | $2,500 | **Exclusive Sponsorship** - **SOLD**
Get exposure for your brand while giving participants a convenient place to record their notes during this important training.

Morning Jumpstart | $1,200
Help fuel the training by treating participants to a morning coffee break. You’ll receive recognition with a sign by the coffee station showcasing your logo and a message thanking you for your support in the end-of-day email to participants. **Upgrade option:** add pastries for a total of $2,700

One-Day Training | $4,000 | **Exclusive Sponsorship**
Enjoy exclusive recognition for your support of full-day, high-quality content. You’ll receive one complimentary registration to the Institute, a resource table the day of your sponsorship, brief speaking time during the general session, the opportunity to provide table-top or seat-drop materials and to display company signage in the training space, and a brief message in the end-of-day email to participants.

Mobile Conference App | $3,500 | **Exclusive Sponsorship**
The mobile app will replace the training booklet previously used at this event. Participants will use the app to access the event schedule, training materials, video gallery, and other event-related items and also to receive live updates. Your logo will be prominently featured in the app and you’ll receive one banner ad, one scheduled push notification during the Academy, and video message in the app’s Video Gallery.

Charging Bank for Phone or Tablets | $2,700 | **Exclusive Sponsorship**
Help address the common inconvenience of a dying cell phone battery by sponsoring a portable charger and get visibility for your brand on an item that participants will continue to use long after the Academy comes to a close! Your logo will be prominently featured on the charging bank and you’ll receive complimentary digital ad space in the app’s Resource Folder.

Resource/Display Table | $2,200 | **Limited to Five Sponsors**
Host a resource table throughout the event. Share information about what your company has to offer while also gaining valuable firsthand insight about current challenges and new developments in Head Start by sitting in on the training.
SPONSORSHIP OPPORTUNITIES con’t.

Private Meal Event or Focus Group | $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 the RSVP list, and a co-branded post-event email sent to the guests who attended. Sponsor is responsible for food, beverage, and AV costs.

Conference Lanyards | $3,000 | Exclusive Sponsorship - SOLD
Lanyards offer the highest visibility for your brand. Your logo will appear alongside the NHSA logo on the lanyard that each participant will wear throughout the Manager and Director Academy.

Wellness Activity | $3,000 | Exclusive Sponsorship
Help attendees remember to prioritize their mental and physical health with a relaxing morning activity to get their mind and body engaged. You’ll receive one complimentary registration to the Institute, a resource table the day of your sponsorship, and an email to all participants the day before the wellness activity.

Wi-Fi Sponsor | $5,000 | 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 and a custom message in the daily email to participants, receive a complimentary digital downloadable ad in the conference app, and receive a post-event promotional email to all participants.

Giveaway or Sample Distribution | $3,000 | Limited to Two Sponsors
Support ongoing leadership development while showcasing your products or resources to this important group of Head Start leaders. Your sample will be given to each participant as they register and receive their event badge.

ADVERTISING OPPORTUNITIES

Scheduled push notification to participants | $750
Printed seat drop | $1,500  (300 copies of seat drop item will need to be delivered by COB on July 6th)
Digital ad included in the event app’s Resource Folder | $1,000
Digital ad in the daily email to participants | $1,500
Guest article for Head Start leaders in NHSA’s blog | $3,000
Sponsored video message included in the event app’s Video Gallery | $1,000
Sponsored video message in the Daily Email to Participants | $1,500
Eblast to Participants | $2,000

For additional information or to reserve marketing opportunities at the 2018 Head Start Manager and Director Academy, contact Corporate Alliances Manager Julie Antoniou at julie@nhsa.org or (703) 739-7561