



Texas Association for the
Education of Young Children

Partnership Opportunities

Advancing the Early Childhood Field Together



An Affiliate of **naeyc**

SECA



Mission & Vision

TXAEYC celebrates, educates, and advocates for young children, their families, and early childhood professionals.

The Texas Association for the Education of Young Children (TXAEYC) is a professional membership association that works to increase access to high-quality early childhood education and to advance a diverse, well-prepared and well-compensated early childhood profession. With nearly 3,000 members and 20 local chapters, TXAEYC is the largest membership organization in the state of Texas for early childhood professionals and is committed to providing programs and services that equitably meet the needs of young children, their families, and early childhood professionals.



Creating Impact Together

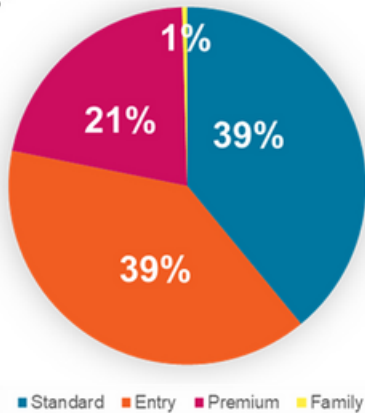
TXAEYC is planning for impact! Aimed at living into our mission and vision in new and exciting ways, our five year strategic plan identifies ambitious goals and strategies aimed at increasing our impact on the early childhood field across our state. We need your support to carry out the work ahead!

Our year-round partners play a critical role in helping us deliver on our mission and vision by fueling initiatives outlined in our strategic plan. We invite you to join us in creating a meaningful impact on young children, their families, and early childhood professionals.

Our Members

Membership Levels

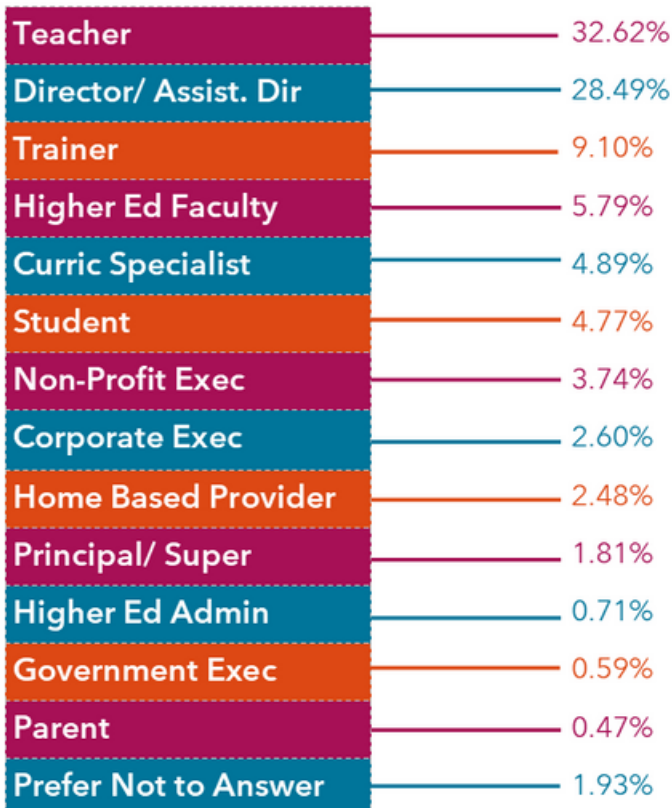
Current TXAEYC membership stands at **2,967** active members*



*Active members are those In Good Standing or Past Due

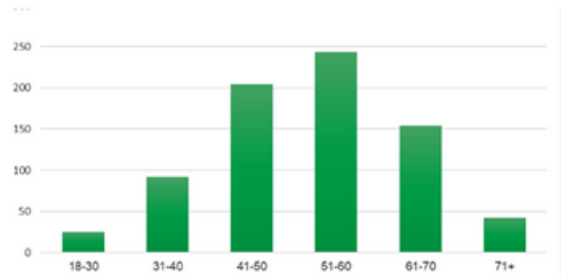
Roles

Our membership comes from a variety of self-reported roles within the early education field.



Demographics

Age

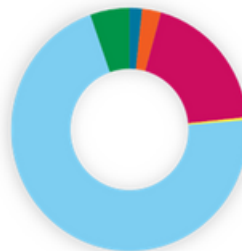


18-30 years: 3.29% 51-60 years: 31.97%
 31-40 years: 12.11% 61-70 years: 20.26%
 41-50 years: 26.84% 71+ years: 5.53%

Completed Field Percentage: 760; 25.62%

Race/ Ethnicity

Member Race



American Indian: 1.75%
 Asian: 2.62%
 Black: 19.30%
 Hawaiian: 0.39%
 White: 71.77%
 Prefer Not to Answer: 5.43%

Completed Field Percentage: 1031; 34.75%

Member Ethnicity



Hispanic: 19.24%
 Non-Hispanic: 59.36%
 Prefer Not to Answer: 21.40%

Completed Field Percentage: 1,346; 45.37%

Gender



Female: 95.96% Male: 3.89%

Prefer Not to Answer: 0.15%

Completed Field Percentage: 1,286; 43.34%



YEAR-ROUND PARTNERSHIPS

TXAEYC accomplishes important work year round on behalf of young children, their families, and early childhood professionals. This includes partnering with state agencies and legislators to champion policy changes, promoting equity and diversity within our organization and the early childhood field, supporting early childhood professionals through trainings and education advancement, and much more.

Our year-round partners fuel specific initiatives and projects identified in the TXAEYC strategic plan. We invite you to review our strategic initiatives for the 2022-2023 school year and identify initiatives that align with the mission and vision of your organization.

Each strategic initiative provides recognition opportunities for the funding partner. Additionally, for funding a strategic initiative, you will receive partnership points which can be used toward engagement opportunities with our members throughout the year or at conference.

We are open to creative and innovative partnerships, and are willing to work with you to design partnership opportunities that meet your needs.

Reach out and let's partner together!

PROMOTING THE VALUE OF ECE

Early Childhood Day at the Capitol (\$8,000)

Each legislative session, TXAEYC hosts Early Childhood Day at the Capitol to raise awareness of the importance of early childhood education. Early childhood professionals from all over the state join together to meet with their elected officials, attend legislative briefings, and learn more about the legislative process. Funding partner will receive recognition on all event related emails, social media posts, and on-site signage as well as on opportunity to address attendees + 70 partnership points.

TXAEYC Policy Fellow (\$15,000)

Advancing our policy agenda requires TXAEYC to be equipped with the latest research and bill analyses as well as to keep our members abreast on opportunities to be involved in the legislative process. To help accomplish this, TXAEYC will host a graduate policy fellow during the 2022-2023 school year to support the organization's public policy and advocacy efforts. Funding partner will receive recognition on all research and policy briefs produced by TXAEYC for the 88th Legislative Session + 150 partnership points.

Week of the Young Child (\$5,000)

This annual celebration provides the perfect opportunity to deepen families' and communities' understanding of the value of high-quality early childhood education through social media campaigns, community events, and family facing materials. Funding partner will receive recognition on all emails and social media posts related to WOYC + 50 partnership points.

ENSURING ACCESS & QUALITY

NAEYC Accreditation Fee Support Grants (\$10,000)

All young children deserve access to high-quality early learning programs! To support early learning programs in achieving NAEYC Accreditation, TXAEYC will provide grants to cover the cost of fees associated with accreditation. Priority will be given to early learning programs serving children living in poverty, multilingual children, children of color, and children with differing abilities. Funding partner will receive recognition on emails and social media posts promoting grant applications and on all grant application and award materials + 100 partnership points.

NAEYC Accreditation Bootcamp Underwriter (\$5,000)

TXAEYC is launching a two-day NAEYC Accreditation Bootcamp which will guide early learning program leaders through understanding the accreditation standards and process. This new offering by TXAEYC will support early learning programs across the state in increasing their quality so more young children have access to quality programs. Funding partner will receive recognition on emails and social media posts promoting registration + 50 partnership points.

ADVANCING THE PROFESSION

President's Trust Fund (\$5,000)

Access to professional development is key to helping early childhood professionals excel in the field! The President's Trust Fund covers travel expenses and conference registration for TXAEYC members who have never attended our Annual Conference. Funder will receive recognition on all emails and social media posts related to President's Trust Fund + 50 partnership points.

Karen & Gordan Bacon Award (\$2,000)

To honor the legacy of Karen & Gordan Bacon, who were instrumental in securing funding for the T.E.A.C.H. Early Childhood Texas program, a current or past T.E.A.C.H. recipient is awarded each year with travel funds and complimentary conference registration to attend the TXAEYC Annual Conference. Funding partner will receive recognition on all emails and social media posts related to this award + 20 partnership points.

PRACTICING AND PROMOTING EQUITY

Advocacy Stipends (\$10,000)

TXAEYC is eliminating financial barriers to participating in the legislative process by providing members with stipends to cover travel and unpaid time-off so they can meet with elected officials and participate in legislative hearings. Funding partner will receive recognition in all emails and social media posts related to advocacy stipends + 100 partnership points.

Spanish Translations (\$10,000)

TXAEYC seeks to be an inclusive organization where all early childhood professionals feel that they belong. During 2022-2023, TXAEYC will translate our website and program materials into Spanish to support greater access to membership and programs for individuals who's primary language is Spanish. Funding partner will receive recognition in the footer of translated webpages on TXAEYC's website for one year + 100 partnership points.

INCREASING RECONGITION OF TXEAYC

New TXAEYC Website (\$10,000)

The scope of TXAEYC's programming and resources has grown significantly. To facilitate greater access to our programs and resources, TXAEYC is overhauling our website with early childhood professionals in mind, ensuring they can easily learn about all of our offerings and take full advantage of them. Funding partner will receive recognition in the footer of all pages on the new website for one year + 100 partnership points.

EQUIPPING THE ORGANIZATION

New CRM Platform (\$10,000)

Serving our members and the early childhood field effectively requires us to harness the power of technology so we can deliver the most current and relevant information to the correct audiences. As TXAEYC has grown, we have identified the need for a CRM platform to support us in more meaningful engagement with those we serve. Funding partner will receive recognition in the footer of all marketing emails sent through the CRM for one year + 100 partnership points.

Year-Round Engagement Opportunities

When you fund a strategic initiative, your organization will receive recognition in communications associated with the initiative and partnership points which can be used toward opportunities to connect and engage with our members. All year-round partners receive a complementary exhibitor booth at the TXAEYC Annual Conference. Partnership points may be used towards year-round engagement opportunities or conference specific engagement opportunities.

10 Points:

- Social media post on TXAEYC page +*
- Your Logo included in one TXAEYC monthly newsletter ^*

20 Points:

- Your video posted on TXAEYC social media +*
- Advertisement or article linked in one TXAEYC monthly newsletter ^*

30 Points:

- Full-page, color advertisement in Early Years journal (inside front or back cover) ^
- Your special offer distributed to all TXAEYC members+

40 Points:

- Your special offer distributed to TXAEYC's full Constant Contact listserv (approx. 30,000 recipients) +*

50 Points

- Sponsor for TXAEYC marketing campaign^*
- Host a webinar or special event for TXAEYC members +

+ Not available to be redeemed between September 1 - 30, 2022

^ Limited Quantities available

* Includes link to your website



CONFERENCE SPONSORSHIP OPPORTUNITIES



 **2022 Annual Conference**
September 15-17, 2022
San Antonio, TX

Keynote Sponsor (\$5,000)

The TXAEOYC 2022 Annual Conference features keynote speakers on Friday and Saturday mornings. Keynote Sponsors receive recognition during the introduction of the keynote session. There are two keynote sponsorship opportunities + 20 sponsorship points

President's Reception (\$10,000)

Known to be a highlight of the conference, all conference attendees are invited to the President's Reception to enjoy a night of food, drinks, and dancing. The reception sponsor will have an opportunity to address attendees at the President's Reception + 40 sponsorship points.

Exhibitor Happy Hour (\$5,000)

At the end of the first day of conference, the exhibit hall is bustling as attendees enjoy light snacks while connecting with exhibitors. Happy Hour sponsor will receive recognition on signage at snack stations + 20 sponsorship points.

Awards Banquet (\$7,500)

Our annual awards recognize outstanding early childhood professionals from across the state who are celebrated at our award banquet on Thursday night of the annual conference. Banquet sponsor has an opportunity to address attendees at the banquet through opening remarks + 30 sponsorship points.

Public Policy Luncheon (\$3,000)

The Public Policy Luncheon provides attendees with a unique opportunity to learn from policy makers and advocates about the current early childhood policy landscape in Texas through a panel discussion at the luncheon. Luncheon sponsor will receive recognition on signage at the luncheon + 10 sponsorship points.

Accreditation Luncheon (\$3,000)

The Accreditation Luncheon celebrates the NAEYC accredited early learning programs across our state and provides attendees with an opportunity to learn more about NAEYC accreditation. Luncheon sponsor will receive recognition on signage at the luncheon. + 10 sponsorship points.

After Hours Party (\$3,000)

For those still looking to have a good time after the President's Reception, they can head to the After Hours Party! This small event provides attendees with additional time to connect in a social setting complete with snacks, drinks, and games. Sponsor will receive recognition on signage at the event + 10 sponsorship points.

Conference Bags (\$7,500)

Our conference attendees treasure their conference bags which are full of information, resources, and swag. The conference bag sponsor's logo will be included on the bag design + 30 sponsorship points.

Name Badges (\$7,500)

With so many attendees, name badges are life savers when it comes connecting with new and old colleagues alike. The name badge sponsor's logo will be included on the lanyard that accompanies the name badge + 30 sponsorship points.

All Conference Sponsors receive recognition in the conference program, TXAEOYC website, and a complimentary exhibit booth.

Conference Engagement Opportunities

TXAEYC hosts the largest conference for early childhood professionals in Texas! Attendees come from every corner of the state and include early childhood professionals in a variety of roles working in a variety of settings. Our Annual Conference provides opportunity to create new connections, strengthen existing relationships, and build awareness of solutions available to support early learning programs.

5 Points:

- Conference bag stuffing with your promotional item
- Participate in exhibit hall scavenger hunt

10 Points:

- Push notification delivered through Conference App
- Quarter-page ad (B&W) in conference program

15 Points:

- Half-page ad (B&W) in conference program
- Banner ad included on Conference App
- Your logo included on conference signage on-site

20 Points:

- Receive contact list for all attendees after conference
- Double booth space

