Wisconsin Head Start Association

25th Annual Training Conference Sponsorship Opportunities

INVEST IN WISCONSIN'S CHILDREN. MAKE A LASTING IMPACT.

FEBRUARY 22-24, 2027 | KALAHARI RESORT, WISCONSIN DELLS

A Partnership Worth Making

Every year, Wisconsin's most dedicated early childhood professionals, program leaders, and community partners gather at the WHSA Annual Training Conference for three days of learning, connection, and inspiration. Now entering its 25th year, this event is the state's premier convening of the early childhood education community.

By sponsoring the 2027 WHSA Annual Training Conference, your organization does more than gain visibility — you stand alongside the people who show up every day for Wisconsin's youngest children and families. That kind of alignment is meaningful, and it is noticed.

Who You Will Reach

Sponsors connect directly with more than 300 attendees representing the full spectrum of Wisconsin's early childhood field, including:

- Head Start and Early Head Start directors and program leaders
- Front-line educators and support staff
- Parents and family advocates
- Representatives from Tribal, Migrant, Urban, and Rural programs
- Higher education, health care, social services, and community organization partners

These are decision-makers, changemakers, and relationship-builders who are deeply invested in the resources and organizations that show up for their community.

Why It Matters

Head Start and Early Head Start have served Wisconsin children and families for over 50 years, providing comprehensive services that prepare children from birth to age five for success in school and in life. WHSA represents 39 programs across the state, serving more than 16,000 children and families annually, supported by 4,000+ professionals and 6,500+ community volunteers.

Your sponsorship is a direct investment in that work. It supports the professional development of the educators and leaders who make Head Start possible, and it strengthens the network that keeps Wisconsin's early childhood community connected and moving forward.

2027 Sponsorship Tiers

Every sponsor, at every level, receives:

- Recognition on the conference website sponsors page
- Sched.com sponsor recognition
- Shared social media recognition

The tiers below list only what's exclusive to that level — benefits build as you move up.

Tier	Investment	Standout Benefit
Keynote Sponsor 1 available	$3,500	Be the name every attendee sees for all three days: your logo on the main stage, on all conference emails, and in your own social media spotlight.
Leadership Reception Sponsor 1 available	$2,000	Spend time with Head Start leadership. Your representative joins directors at Tuesday night's Leadership Reception, with your logo on display there and at leadership sessions, plus your own social media spotlight.
Meal Contributor 4 available	$1,500	Be there at every meal. All of our attendees gather to eat together and appreciate the food, so your logo is in front of everyone, every time, plus your own social media spotlight.
Games & Entertainment Sponsor 1 available	$1,000	Be part of Monday night's networking reception, where many attendees come to unwind and connect. Your logo is on display all evening, plus your own social media spotlight.
Photobooth Sponsor 1 available	$1,000	A highly frequented spot where attendees stop to take photos. Your signage is there with them, all three days.
General Sponsor	$250+	Show up for Head Start at any level above $250. Your logo is featured in a pre-conference email, alongside website and social recognition.

SPONSORSHIP TIER DETAILS ON NEXT PAGE

Sponsorship Tier Details

Keynote Sponsor - $3,500 (1 Available)

The single most prestigious partnership at the conference. Your organization's brand is on the main stage for all three days, on the projector slides, and on every conference email, so attendees see your name from the first session to the last.

Exclusive to this tier:

- Named recognition during the General Session: "This keynote is proudly sponsored by..."
- Logo displayed on the main stage throughout the entire conference
- Logo included on projector slides throughout the event, alongside other conference messaging
- Logo featured on all conference emails
- Dedicated social media post highlighting your sponsorship, in addition to shared recognition
- Top/featured placement on Sched.com and the website sponsors page

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Leadership Reception Sponsor - $2,000 (1 Available)

Spend an evening with the people who lead Head Start across Wisconsin. Your representative joins Head Start directors at Tuesday night's Leadership Reception for direct, informal conversation, and your logo is on display at the reception and throughout the leadership track sessions.

Exclusive to this tier:

- Logo displayed during the Tuesday night Leadership Reception
- Logo displayed at the leadership track sessions
- One representative may attend the Leadership Reception to meet and mingle with Head Start directors
- Dedicated social media post highlighting your contribution, in addition to shared recognition

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Meal Contributor - $1,500 (4 Available)

Mealtime is when all of our attendees gather in one place, and they are grateful for the food. As a Meal Contributor, your brand is in front of everyone, at every meal, as one of the organizations making it possible.

Exclusive to this tier:

- Logo and name on signage anytime food is served: "Meals supported by..."
- Logo displayed on screens during meal breaks
- Logo featured in pre-conference email communications
- Dedicated social media post highlighting your contribution, in addition to shared recognition

Sponsorship Tier Details

Games & Entertainment Sponsor – $1,000 (1 Available)

Monday night's networking reception is where many conference attendees come to unwind and connect. As the Games & Entertainment Sponsor, your logo is on display all evening, and your sponsorship covers the bingo or Sing-o supplies and the MC and music that keep the night's energy going.

Exclusive to this tier:

- Logo displayed during the Monday night networking reception
- Named recognition as sponsor of the evening's games and entertainment
- Verbal recognition during the reception
- Branded signage near the game area
- Dedicated social media post highlighting your contribution, in addition to shared recognition

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Photobooth Sponsor – $1,000 (1 Available)

The conference photobooth is on display all three days and is a highly frequented spot where attendees stop to take photos. Your brand has a steady, high-visibility presence there for the full event, not just one evening.

Exclusive to this tier:

- Branded signage at the photobooth for the full duration of the conference

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General Sponsor – $250+ (Open)

Designed for organizations that believe in the mission of Head Start and want to show up in support, at whatever level works for them. General Sponsors receive the same core recognition as every other sponsor, plus a spot in our pre-conference communications.

Exclusive to this tier:

- Logo displayed in a pre-conference email

APPLICATION INFORMATION ON NEXT PAGE

Wisconsin Head Start Association

Our Values, Your Alignment

WHSA is guided by five core values: Collaboration, Community, Joy, Partnership, and Stewardship. When you sponsor this conference, you are not just placing a logo — you are joining a community of organizations that believe in the power of investing in children, families, and the professionals who serve them. We take that relationship seriously, and we work to make every sponsor feel like a genuine partner in the work.

Ready to Get Involved?

We would love to explore how a partnership with WHSA can work for your organization. Spaces at several tiers are limited, so we encourage you to fill out an application here: whsaonline.org/sponsorship-opportunities/ or reach out early. Prefer to donate goods or raffle items instead of a financial gift? Learn more at whsaonline.org/donate-goods/

SUBMIT A SPONSORSHIP APPLICATION

WHSA is a private, nonprofit membership association representing parents, staff, and leaders across Head Start, Early Head Start, Migrant and Seasonal Head Start, and Tribal Head Start programs throughout Wisconsin. We support, connect, and advocate for the 42 programs delivering these services across all 72 of Wisconsin's counties.

WHSA is a 501(c)(3) nonprofit membership organization. Donations may be tax-deductible. Consult your tax advisor.