



CONNECTICUT  
AFTER  
SCHOOL  
NETWORK



Connecticut  
Children's  
Collective

# 2025

# Prospectus

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415  
SILAS DEANE

# EVENTS

We offer a variety of in-person and virtual opportunities to our participants. Our annual conferences are held at the Hartford Marriott Downtown, while other events are held throughout the state.

Please scan the QR code to access sponsor application. Complete the form in its entirety and submit artwork. Sponsorships will only begin once payment is received in full. Make checks payable to the CT Network for Children and Youth.



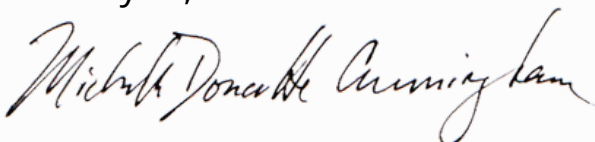
Scan the QR Code to access the Sponsor Application, or simply click [here](#).

The Connecticut Network for Children and Youth is searching for business and individuals that are interested in partnering with us to sponsor our 2025 events.

We are planning and preparing for our Spring & Fall conferences as well as other upcoming events. These events are designed for program directors, site supervisors, program staff and youth development experts from across Connecticut. Your generous sponsorship will assist the Network in ensuring that all participants have a lower cost to attend these events with little or no additional hardship to their organization and participate in engaging, fun & positive experience.

Our prospectus offers a deeper look into each event and all sponsoring levels. Please feel free to contact us via email or phone should you have any questions. The Network board and staff thank you in advance for your support.

Thank you,



Michelle Doucette Cunningham  
Executive Director

## In-person

**MAY 2**

Childhood Conversations

**MAY 3**

Parenting Conversations

**JUN 6**

Fun for the Field Resource Fair

**OCT 4**

Lights On Afterschool 2024

**NOV 8**

After School Conference

## Virtual

**MAR 3 - 7**

SEL Day/SEL Week in CT

**NOV 3 - 7**

STEM Day/STEM Week

# EXHIBIT

Reach Early Childhood, K-12, After School and Summer Providers in-person at one of our two conferences.

## CONFERENCE EXHIBITOR

- All exhibitors will have one 6-foot table. Additional tables are available for a fee.
- Exhibitors will be showcased on social media prior to the event and in the event program if available.
- Electricity is not available for all tables, please make the appropriate selection to request electricity.
- Meals are not included in the exhibitor fee. You are welcome to bring your own or purchase our meals.
- Each exhibitor table will receive one parking voucher.
- All exhibitor fees must be paid prior to the event date.

### Exhibitor Fees

\$50 Nonprofit organization  
\$150 For profit organization  
\$60/person for meals or can bring your own

## FUN FOR THE FIELD EXHIBITOR

- Exhibitors must be available for the entire event.
- Exhibitors must provide their own table. Tents are optional but must also be provided by exhibitors.
- In the spirit of making the event more "fair-like," we strongly suggest having a fun game or activity for participants to win prizes, a raffle, giveaway or other cool creative idea. (ie the Network table does a balloon dart toss, some other examples ring toss, wheel spinning, shell game, etc.
- We will not share participants' contact info, but exhibitors are welcome to collect during the event.

### Exhibitor Fees

Free Nonprofit organization  
\$25 For profit organization

**All Exhibitor fees are non-refundable)**

## SAMPLE EVENT SCHEDULE

7:00 - 8:00 AM Booth Set Up  
8:00 - 8:45 AM Networking/Breakfast  
8:45 - 9:00 AM Opening Remarks  
9:00 - 9:30 AM Keynote  
9:45 - 11:15 AM Workshop Sess. #1  
11:30 am - 12:30 AM Lunch  
12:45 - 2:15 AM Workshop Sess. #2  
2:30 - 4:00 AM Workshops Sess. #3  
4:00 AM Exhibits Close

# ADVERTISE

More ways to reach our audience. Add your business in our printed programs, digital newsletter and more.

## CONFERENCE PROGRAM

Advertise your business in one of our conference programs which will be distributed to a minimum of 100 participants per event and features a full 8.5" x 11" vertical format.

A great way to reach out to all participants across the state.

**\$200 Full Page Ad**  
**\$100 1/2 Page Ad**  
**\$50 1/4 page Ad**

## CONFERENCE BAG STUFFER

Do you have a coupon, pamphlet, marketing piece that you would like to give to each participant at our event?

We will stuff each conference bag with your item. Please contact us to discuss the size and quantity of bag stuffer appropriate for the conference.

All items must be provided by vendor.

**\$100 per item**

## DIGITAL NEWSLETTER

Professionals in after school, early childhood, STEM & Social and Emotional Learning receive our electronic newsletter with all the latest news related to programs in CT.

Choose from 1 of 4 Newsletters!  
After School (Weekly)  
Early Childhood (Bi-weekly)  
STEM (Monthly)  
SEL (Monthly)

Vendor must provide square image.

**\$75 Single issue**  
**\$200 Four issues**

**DEADLINE FOR ELECTRONIC RECEIPT OF ARTWORK CONTINGENT ON EVENT DATE.**

## VIRTUAL SPONSORSHIP

Recognition on Website, Social Media &, Event's Page, Share of promotional Video before virtual event.

**\$150 per event**

# SPONSOR

Support our events and make valuable connections with program directors, site supervisors, program staff and youth development experts from across Connecticut. **Bronze, Silver & Gold** level sponsors may choose **ONE** event listed to sponsor.

SPONSORSHIP OPPORTUNITIES	GOLD \$1000	SILVER \$500	BRONZE \$200
Opportunity to Speak During Lunch	1 minute	-	-
Conference Only Program	Full Page	1/2 Page	1/4 Page
Recognition on All Print, Email, Website & Social Media Promotional Materials Pre/Post-Event	Yes	Yes	Yes
Weekly Newsletter Sponsorship Ad	4 weeks	-	-
Recognition from the Podium During Event Opening	Yes	Yes	Yes
Promotional Items in All Event Bags	Yes	Yes	-
Complimentary Event Registrations	3	2	-
Prominent Exhibitor Table	1	1	1

# SPONSOR

**Platinum** level sponsors can choose **FOUR** events listed to sponsor. As a platinum sponsor your gift can support multiple events with maximum exposure.

SPONSORSHIP OPPORTUNITIES	PLATINUM \$5000
Opportunity to Speak During Lunch	1 minute/per event
Conference Only Program	Back Cover
Recognition on All Print, Email, Website & Social Media Promotional Materials Pre/Post-Event	Yes
Website Advertisement and Link on Event's Page	12 months
Weekly Newsletter Sponsorship Ad	12 months
Recognition from the Podium During Event Opening	Yes
Promotional Items in All Event Bags	Yes
Complimentary Event Registrations	3
Prominent Exhibitor Table	1

# SEL DAY SEL WEEK IN CT

**Teachers are calling for schools to prioritize integrating SEL learning practices and strategies.**

**MARCH 3 -7, 2025**

Virtual

SEL4CT is at the forefront of advancing social and emotional learning (SEL) across Connecticut, fostering resilient, inclusive communities and enhancing well-being at every stage of life. Through comprehensive training, strategic partnerships, and strong advocacy, SEL4CT empowers educators, families, and youth with the vital skills needed to thrive inside and outside the classroom.

## ABOUT OUR AUDIENCE

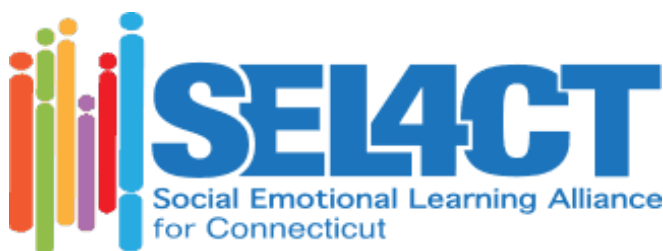
National and local SEL supporters and advocates:

## 2024 OVERVIEW

- Increased SEL4CT membership by 18%, reaching 542 members from various fields.
- Enhanced social media presence:
  - Instagram followers increased by 30%
  - Facebook followers increased by 24%
- SEL4CT presented at the National SEL4US SEL Week Summit (March 8, 2024) with a nationwide viewership of over 5,000 people.
- Governance and Recognition
  - Received a Governor's Proclamation for SEL Day on March 8, 2024.
  - SEL Director invited to join the SEL Week 2025 Planning Committee to continue supporting national SEL efforts.

## ABOUT SEL DAY

- On this day, we aim to increase visibility and awareness of the benefits of social-emotional learning locally, regionally, nationally, and globally while celebrating the annual International SEL Day.
- SEL4US and The Urban Assembly invite schools and communities around the globe to celebrate International SEL Day.



## WHO ATTENDS

- Infant/Toddler/ PreK Educators
- K-12 Teachers/Administrators
- Community Providers
- After School Providers
- Program Directors
- Parent Leaders

## IMPORTANT DATES

- March 3-7 2025

# CHILDHOOD/PARENTING CONVERSATIONS

**“The conference topic was excellent. The keynote speaker and both my workshops were very good and inspiring.”**

**-2023 Participant**

**MAY 2, 2025 & MAY 3, 2025**

Hartford Marriott Downtown  
Hartford, CT

The Childhood Conversations Together We Will Conference started in 2007 to provide parents with the same access to professional development and speakers that educators, child advocates, social service professionals receive at conferences. This year the conference will shift its focus towards early childhood professionals in the field on Friday and on Saturday, we proudly introduce our Parenting Conversations Conference, focusing on parents, caregivers, and providers.

## ABOUT THE CONFERENCE

- Throughout the years, the conference has grown, expanding our audience to include professionals in the early childhood, social work, and education sectors while at the same time maintaining our parent base.
- Each year we offer between 15 and 24 workshops, a morning keynote speaker, networking opportunities at lunch, and many vendors.
- The theme for both days is Creating Spaces Where Everyone Thrives.

## ABOUT OUR AUDIENCE

Throughout the years, we have used our evaluations to drive the planning process for the next year and have brought in between 200 and 250 people from 1/3 of the towns across Connecticut.

## 2024 OVERVIEW

Our 2024 conference title was “Finding Your Calm in Turbulent Times: Tending to Self, Family, & Community”. Our keynote speaker was early childhood expert Scott Noyes and we had 125 registered participants.

## WHO ATTENDS

- Infant/Toddler Providers
- Birth to Five Providers
- Preschool Teachers
- Elementary School Teachers
- Community Providers
- After School Providers
- Parent Leaders

## IMPORTANT DATES

- 2/7/2025: RFP deadline
- 4/25/2025: Exhibitor/sponsor deadline
- 4/25/2025: Registration Closes



# FUN FOR THE FIELD RESOURCE FAIR

**“It was a wonderful event and we made quite a few valuable connections.”**

**-2023  
Participant**

## **JUNE 6, 2025**

CT Nonprofit Center  
Hartford, CT

Fun for the Field started in 2022 as a low stakes way to provide after school professionals resources and the opportunity to network with others in the field. Every year we are expanding vendors and including resources for all our initiatives.

## **ABOUT OUR AUDIENCE**

Primarily attended by Program Directors and Site leaders, the Fun for the Field Resource Fair is open to any program provider looking to diversify their programs offerings. We're constantly looking for new, reputable, educational vendors to ensure providers have access to the many quality resources our state has to offer.

## **2024 OVERVIEW**

Afterschool professionals got a few hours of fun while they explored educational vendors that offered a wide array of programming, from music and magic to sports and science! Each exhibitor provided games & giveaways. We had 30 registered participants.

## **ABOUT THE RESOURCE FAIR**

- Bringing together Afterschool Professionals and Educational Vendors to ensure a diverse array of quality resources for programming.
- Providing a fun, low-stakes professional opportunity for the afterschool workforce.
- Creating opportunities for connections throughout the state.



## **WHO ATTENDS**

- Afterschool Professionals
- Program Directors
- Site Leaders
- Direct Service Staff

## **IMPORTANT DATES**

- Vendor Registration Deadline 5/16/25
- Registration Closes 5/23/25

# LIGHTS ON AFTERSCHOOL

**"I got to pet dogs, get a massage and do other fun activities around the camp. A nice day for me to enjoy!"**

**-2023 Participant**

## **OCTOBER 3, 2025**

Camp Ingersol  
Portland, CT

Afterschool Professionals are often unsung heroes in communities. Underpaid and overworked, these people give back tirelessly. The Annual Lights On Afterschool event celebrates the work and dedication that happens every day across Connecticut.

## **ABOUT OUR AUDIENCE**

This annual event encourages staff in the OST field to attend and enjoy a day dedicated to them. Each year we estimate 100 people to attend including directors, supervisors, direct service staff, vendors, providers and more.

## **2024 OVERVIEW**

In 2024 after school professionals took part in a day of recharging and celebrating each other. We honored individuals during our annual recognition awards ceremony and hosted keynote speaker Katie Wood. The day also included Relaxation Stations (Puppies, Yard Games, Chair Massages, Henna and more), as well as Exploration Stations facilitated by the CT Science Center, New Britain ROOTS our very own PD Team to engage in. We had 118 registered participants.

## **WHO ATTENDS**

- 90% Afterschool Program Directors and Site Staff
- 3% Nonprofit Administrators
- 3% School and Govt. Administrators
- 4% Other (Parents, Consultants, Evaluators, Board Members, etc.)

## **IMPORTANT DATES**

- 09/20 Recognition Awards deadline
- 9/27 Registration deadline

## **ABOUT THE LOA CELEBRATION**

- Lights On Afterschool has been celebrated nationally since 1999 as an effort to highlight the importance of "keeping the lights on afterschool"
- Held at the end of October, 1000's of programs take part across the country.
- As a result of the pandemic, CTNCY held a statewide celebration for the field in 2022.
- The event provides an opportunity for the field to be recognized and highlight the value these professionals have in positive outcomes for children, families, and communities.



# STEM DAY STEM WEEK IN CT

“Learning about [the STEM Resources] out there, that’s been one of the biggest perks. I would never have known about certain things.”

-Andrea Scott East  
Lyme Public Schools  
Before and After  
Care Director

**NOVEMBER 3 -7, 2025**

Virtual

National STEM Day is November 8th. We want to expand and celebrate STEM during STEM Week by bringing members of our growing STEM community featured workshops, experiences and resources that providers can bring to their program. Different activities will be scheduled each day culminating at our Annual After School Conference on November 8, 2025.

## ABOUT OUR AUDIENCE

Our audience includes over 200 educators from the after school field, who participated in workshops or our CLASP STEM Cohorts. We are actively working to connect more educators with STEM resources including STEM education organizations and STEM businesses to help expand the reach of our STEM programming.

## 2024 OVERVIEW

In 2024, the After School Conference continued the tradition of running a STEM track which included our 2024 CLASP STEM cohort who presented a full workshop, doubling workshop attendance from the 2023 workshop presentation. The cohort shared their experiences, the activities they used in their own programs and allowed participants to get hands-on experience by trying out their activities. In addition, the conference exhibitor hall included multiple STEM vendors.

## WHO ATTENDS

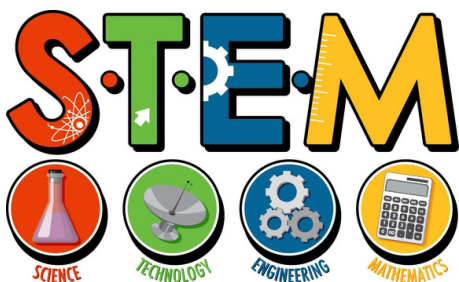
- OST STEM Educators
- Afterschool professionals
- Program Directors
- Site Leaders
- Program Administrators
- Direct Service Staff
- STEM education leaders

## IMPORTANT DATES

- 8/22/2025 - RFP application deadline
- 9/26/2025 - Sponsor application deadline

## ABOUT STEM DAY/WEEK

- Sharing a variety of tools and resources that are available to help connect programs to hands-on learning STEM opportunities.
- Workshops and videos of STEM activities to do at programs.
- Discussion and exploration of the best places to explore STEM throughout CT with young people and as an educator.
- Networking opportunities to connect with after school educators focused on STEM learning.
- A formal STEM Track and a designated exhibit space for conference participants.



# AFTER SCHOOL CONFERENCE

"Thanks for a great conference. I spoke with many of our current venue partners and met many who are interested in working with us!"

— 2024 Exhibitor

## NOVEMBER 8, 2025

Hartford Marriott  
Downtown  
Hartford, CT

Join us for this full day event bringing together after school professionals for professional development, networking, and inspiration. The conference is designed specifically for K-12 after school and summer program providers.

## ABOUT OUR AUDIENCE

The conference is open to everyone interested in learning beyond the traditional classroom, although it is primarily attended by after school program providers in CT serving K-12 youth.

## 2024 OVERVIEW

In 2024, the conference hosted over 125 program directors and direct service staff from every corner of Connecticut. We celebrated our 35th anniversary with a Gala the prior night and a stroll down memory lane during the conference. Each participant attended 3 workshop sessions, an open plenary and interactive game during lunch.

## WHO ATTENDS

- Afterschool Professionals
- Site Leaders
- Program Directors
- Afterschool Advocates
- Direct Service Staff
- Educational Leaders

## IMPORTANT DATES

- 8/18/2025: RFP deadline
- 10/31/2025: Transfer of registration, refunds
- 11/3/2025: Exhibitors and sponsor deadline
- 10/31/2025: Registration closes

## ABOUT THE CONFERENCE

- Connecticut's only conference designed specifically for afterschool and summer program providers
- Local and national expert presenters
- Multiple workshops on best practices in programming and curriculum; organizational leadership and more.
- Special Leadership track for Program Directors and Administrators



# APPLICATION

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# STAY CONNECTED

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