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SPONSOR PROPOSAL

PRESENTED BY:
FIRST CHILDREN'S
FINANCE, INC.

a 501(c)(3) Nonprofit

SPONSORSHIP INFORMATION

EXPIRE DATE:
MAY 30, 2025

Jane Elin
Program Specialist - Oregon
541-253-5806
jane@firstchildrensfinance.org or
OregonEvents@firstchildrensfinance.org



First Children's Finance

OREGON CHILD CARE BUSINESS
CONFERENCE: ESSENTIALS OF
EXCELLENCE





First Children's Finance

Oregon Child Care Business Conference: *Essentials of Excellence*

Date: Saturday, June 14, 2025

Time: 8 am–4 pm

Location: Willamette Heritage Center | 1313 Mill St SE Ste 200, Salem, OR 97301

We invite you to support the inaugural Oregon Child Care Business Conference: Essentials of Excellence, hosted by First Children's Finance Oregon in partnership with the Oregon Department of Early Learning and Care (DELIC). **This conference will provide child care business owners with essential training, financial guidance, and strategic tools to strengthen their operations and expand their impact.**

Why Sponsor?

Your sponsorship will:

- Support professional development by helping providers access valuable training and resources.
- Provide direct engagement through exhibitor space, networking, and promotional opportunities.
- Increase your visibility among child care professionals and decision-makers.
- Position your organization as a leader in child care business sustainability.

Conference Highlights

- Keynote Speaker: Heidi Hagel-Braid, President & CEO, First Children's Finance
- Expert-led trainings with Spanish language options and ORO continuing education credits
- Actionable strategies to help child care providers manage costs, attract staff, and maximize enrollment
- Panel discussions featuring leaders shaping child care policy in Oregon
- Networking opportunities to foster collaboration among providers and industry professionals
- Exciting prizes to celebrate and support child care businesses

We welcome the opportunity to collaborate with you to make this event a success. Please review the enclosed sponsorship levels for details, or contact us directly to explore partnership opportunities.

Meet Our Team

Oregon is First Children's Finance's newest state office, officially launched in the summer of 2024. Our dedicated eight-person team is committed to increasing child care supply and business sustainability by strengthening home-based and center-based programs across the state.

We accomplish these goals through business and financial training, coaching, consulting, technical assistance, and helping child care businesses access the capital needed for improvements. Our work ensures that child care providers can build strong, sustainable businesses while continuing to offer high-quality early learning opportunities for children and families.

We look forward to working together to strengthen Oregon's child care sector.

Join Us as a Sponsor!

With appreciation,

Dr. Jumesha Wade
Oregon Director

OregonEvents@firstchildrensfinance.org



First Children's Finance

About First Children's Finance

Founded in 1991, First Children's Finance (FCF) is a national 501 (c)(3) nonprofit organization that was created to grow the supply of quality child care by addressing the industry's business and finance needs. First Children's Finance knows an adequate supply of child care is critical to a healthy community and a vibrant regional economy. That is why we partner with communities and businesses to develop localized solutions.

We understand that investing in quality early learning is investing in the future of education, the economy, and society. FCF pursues this mission in three ways: building the financial sustainability of child care entrepreneurs, partnering with communities to preserve and grow their child care supply, and influencing state and federal systems to provide supports and investments needed to sustain child care businesses.

For more than 30 years, First Children's Finance has been headquartered in downtown Minneapolis. It also has regional offices in Iowa, Michigan, Oregon, and Vermont.

Oregon is First Children's Finance's newest state office, officially launched in the summer of 2024. The 8-person team is dedicated to increasing the supply and business sustainability of child care by strengthening home-based and center-based child care programs across the state.

Staff members accomplish these goals through business and financial training, coaching, consulting, technical assistance, and helping child care businesses access needed capital for improvements.

Your charitable contribution will help offset the cost of this event. The dollars saved can be used toward programs that support early learning and child care businesses and entrepreneurs. As a 501(c)(3) nonprofit organization, your donation may be eligible for tax deductions.

If you have any questions, please contact
Jane Elin
Event Coordinator & Program Specialist - Oregon
541-253-5806
jane@firstchildrensfinance.org or
OregonEvents@firstchildrensfinance.org



WHO WE ARE

A SNAPSHOT

First Children's Finance is a national nonprofit organization that provides loans and business development assistance to child care businesses serving low- and moderate-income families.

First Children's Finance impacts the early care and education sector through our greatest asset: our amazing team of child care business and finance experts.

OUR MISSION

Our mission is to grow the supply and business sustainability of excellent child care.

WHAT WE DO

We help children, families and communities thrive by increasing the availability, affordability and quality of early care and education.

We accomplish this by providing financial and business development assistance to child care businesses serving low- and moderate-income families, and building partnerships that connect these vital businesses with the resources of the public and private sectors.

CONTACT US

www.firstchildrensfinance.org/oregon/
541-253-5806



www.facebook.com/FirstChildrensFinance



[@1stchildrens](https://www.instagram.com/1stchildrens)

FCF-OREGON IMPACT

500

CHILD CARE
BUSINESSES
SERVED

444

HOURS OF
TECHNICAL
ASSISTANCE

166

CHILD CARE BUSINESS
OWNERS ATTENDING
TECHNICAL
ASSISTANCE

FY 2024-2025

SPONSORSHIP PACKAGES

SILVER

\$100

- Name and logo featured on website and social media as a charitable sponsor
- Logo featured on marketing material
- Sponsor Acknowledgement at Conference
- Listed sponsor in quarterly newsletter (20k recipients nationwide)

GOLD

\$500

- Name and logo featured on website and social media as charitable sponsor
- Logo featured on all marketing material
- Sponsor Acknowledgement at Conference
- Featured Sponsor in quarterly newsletter (20k recipients nationwide)
- Gold Sponsor FCF specialized swag gift

PLATINUM

\$1000

- **1- FREE** seats at Lunch Panel Event
- Special Top Sponsor mention in luncheon presentation
- Logo featured on all marketing including website, and social media as a charitable sponsor
- Featured Sponsor in quarterly newsletter (20k recipients nationwide)
- Logo featured on all marketing
- Logo placements on all pre- and post-marketing
- Platinum Sponsor FCF custom-swag gifts

DIAMOND

\$1500

- **3- FREE** seats at Lunch Panel Event
- Spotlight sponsor mention at All Staff presentation/luncheon
- Company website and logo featured on all marketing, including website and social media, as a charitable sponsor
- Featured as Diamond Charitable Sponsor in quarterly newsletter (20k recipients nationwide)
- Prominent logo and company website placements on all pre- and post-marketing incl. FCF website
- Diamond Sponsor FCF custom-swag gifts



First Children's Finance



2025 ESSENTIALS OF EXCELLENCE CONFERENCE SPONSORSHIP FORM

COMPANY NAME

ADDRESS

EMAIL

CONTACT NAME

PHONE

WEBSITE

SOCIAL MEDIA

HANDLES (OPTIONAL)

Preferred Forms of Payment:

#1 By Check - Make Payable to:

FCF Headquarters
212 Third Avenue North, Suite 310
Minneapolis, MN 55401

Memo:

2025 FCF-Oregon Conference

#2 Online

Please complete and email this form to confirm your sponsorship and receive **IMPORTANT** sponsor information.

Scan the QR Code or [Click Here to Pay.](#)

PLEASE INDICATE WITH ☒ YOUR SPONSORSHIP LEVEL

Sponsorship Amount Exceeding \$1500 \$

Diamond Sponsor \$1500

Platinum Sponsor \$1000

Gold Sponsor \$500

Silver Sponsor \$100

In-Kind Sponsor (Provide value of materials) \$

Other Dollar Amount \$

Authorized Signee's Printed Name

Title/Position

Signature

Date

ONLY FOR FCF PERSONNEL USE

Payment Received Date:

Payment Method:

**Please complete and return to Jane Elin,
Event Coordinator and Program Specialist at:**

JaneE@firstchildrensfinance.org



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LEARN MORE ABOUT US

www.firstchildrensfinance.org

Tax ID: 41-1694837