



EARLY
LEARNING
ASSOCIATION
AUSTRALIA

TOWARD A BETTER AND FAIRER FUTURE FOR AUSTRALIAN CHILDREN

Sponsorship Prospectus

GOLD sponsorship

SILVER sponsorship

BRONZE sponsorship

Excellence and equity in Early Childhood Education and Care

ELAA IS FOR EXCELLENCE AND EQUITY IN EARLY CHILDHOOD EDUCATION AND CARE

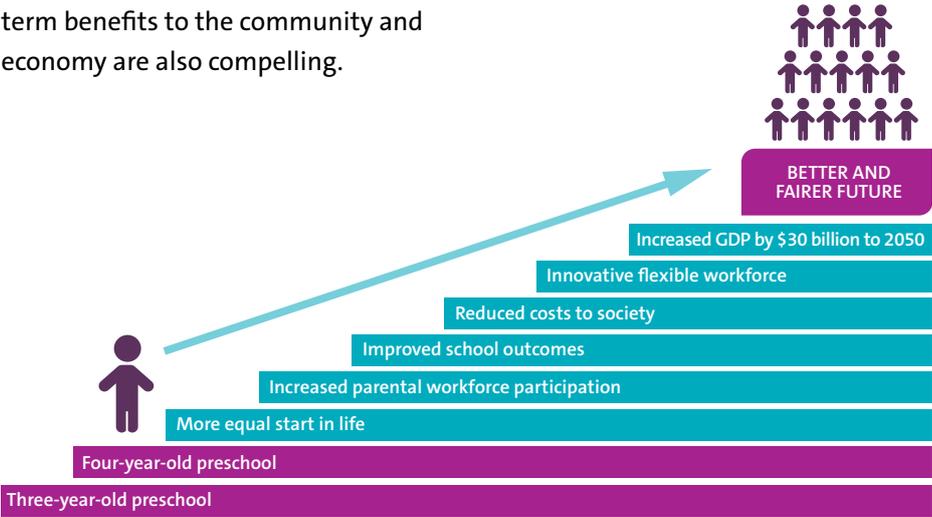
OUR VALUES

- Excellence
- Equity
- Collaboration
- Empowerment
- Innovation

Why does our work matter?

There is now an overwhelming body of Australian and international research that supports the critical importance of quality Early Childhood Education and Care (ECEC) to children’s cognitive, social and emotional development. The long term benefits to the community and economy are also compelling.

The need to access quality Early Childhood Education and Care is even more acute for pre-school aged children deemed ‘vulnerable’. For many of these children, what happens in their preschool years sets them on a path for life.



Attended some ECEC
19.9% developmentally vulnerable



No ECEC
38.5% developmentally vulnerable

The ages three to five years are considered the sweet spot for reducing disadvantage in readiness for school, altering a child’s life trajectory.

SCRGSP, 2017; State of Early Learning in Australia 2017, published by the Early Learning: Everyone Benefits campaign, September 2017



WHAT DOES ELAA DO?

ELAA improves the lives of Australian families and children by supporting Early Childhood Education and Care (ECEC) providers that deliver quality, play-based education and care in their communities.

Our members include:

- + Parent-run standalone kindergartens and long day care services
- + Large not-for-profit Early Years Manager Organisations (multi-site kindergarten and / or long-day care services)
- + Local Government operated kindergarten and long day-care services
- + Independent schools
- + Private providers

ELAA provides its members with:

- + service management solutions
- + a strong, collective voice through our advocacy program
- + access to targeted ECEC professional learning
- + a leading Child Road Safety Education program
- + access to fee support for families experiencing hardship.



ELAA represents over 630 members



ELAA represents over 1250 centres



Over 15,000 staff work in these centres



Over 70,000 children enrolled in centres linked to ELAA



13,000 followers on Facebook



5,500 subscribers to our eNewsletter

WE ADVOCATE FOR CHILDREN'S FUTURES

ELAA, along with other like-minded peak bodies in the ECEC not-for-profit sector, advocates to all levels of government to promote our vision of excellence and equity in Early Childhood Education and Care. ELAA has played a significant part in:

- + securing a longer term commitment from the Australian Government toward funding 15 hours of kindergarten for every Australian four-year-old child
- + convincing the Victorian Government to introduce universally funded three-year-old kindergarten across the state
- + advocating for increased funding support for Victorian Early Years Manager organisations
- + maintaining resourcing for Australia's national early years quality regulator, ACECQA, and more.





THE EARLY CHILDHOOD EDUCATION FOUNDATION

In August 1997, the Early Childhood Education Foundation (ECEF) was established by Dr Terry Nienhuys with the sole purpose of providing funding to enable disadvantaged children to attend a kindergarten in their local area.

The Foundation strives to ensure that children from families experiencing financial difficulties have access to a funded kindergarten program which will enhance their opportunities to succeed in life by providing funds that contribute to out-of-pocket attendance fees.

The ECEF supports children like Sian*

Sian's mother suffered from extreme illness during pregnancy and was frequently admitted into hospital. Her father took on the carer role and reduced his hours of work which meant that the family could no longer afford Sian's out-of-pocket kindergarten fees. Sian was showing signs of trauma as a result of seeing her mother unwell and was a child at risk. It was critical to her social and emotional wellbeing that she attended kindergarten especially as she transitioned to school. An application was made to the Foundation and a grant was made to pay Sian's fees until her father could return to work.

**Name and image changed to protect child's privacy*

TAKE THE NEXT STEP TO CHANGING A CHILD'S LIFE

Your sponsorship of ELAA will:

- + bring excellence and equity in Early Childhood Education and Care (ECEC) one step closer
- + give vulnerable children and their families a voice in ECEC
- + assist in keeping children at kindergarten
- + help make ELAA membership affordable for ALL ECEC services
- + help provide a better and fairer future for children and families.

Choose your level of sponsorship

GOLD

This is our premier sponsorship opportunity, which means your organisation's logo will be prominent on all appropriate promotions. As a Gold Sponsor your organisation will be the only sponsor from your industry to feature in ELAA promotions and communications. A large logo placement plus a permanent advert on the ELAA website will also promote your brand along with two advertisements (each live for a fortnight) on the member only section of our website. We will actively work with you to ensure a mutually beneficial relationship year-round.

SILVER

This sponsorship represents excellent value as your organisation will be promoted to our members via our website, several EDMs, and on social media. You will receive one permanent advertisement on the member only section of our website. Large logo placement on the ELAA website will also promote your brand.

BRONZE

This package provides valuable inclusions such as the opportunity to assist with promoting your brand to our members. You will receive the opportunity to promote your brand via an EDM and have modest logo placement on our website confirming sponsorship.

	GOLD \$40K+	SILVER \$30K+	BRONZE 20K+
Logo promotion via ELAA Website (public)	✓	✓	✓
Logo promotion on the member only section of the ELAA website	✓	✓	✓
Opportunity to provide an offer to members	✓	✓	✓
Advertising to members via EDM	4	3	1
Short term advertisement on the member only section of the ELAA website *	2	1	1
Permanent annual advertisement via ELAA website **	✓	✓	-
Promotion via ELAA Social Media accounts	✓	✓	-
Promotion via ELAA publications	✓	✓	-
Discounted rates on additional advertising to members	✓	✓	-
Events exposure ***	✓	✓	-
Featured article via EDM	✓	-	-

* Ad visible for a fortnight on member only section landing page ** Annual permanent ad on ELAA website ***Events may be virtual and dependant on environment.



JOIN ELAA
TOWARD A BETTER
AND FAIRER FUTURE

By becoming an ELAA sponsor you are joining us on a journey to a better and fairer future for Australian children and families.

Get in touch

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