



ACEs Aware & KIDS Network Present the 5th Annual

BRIDGES TO RESILIENCE CONFERENCE

CONNECTING THE COASTAL TRI-COUNTIES

📶 NOW VIRTUAL!
WEDNESDAY, JUNE 9, 2021

SPONSORSHIP OPPORTUNITIES

WHAT IS THE *BRIDGES TO RESILIENCE* CONFERENCE?

The annual *Bridges to Resilience* conference is the most recognized conference in California's coastal tri-counties, focused on educating and increasing awareness about the widespread impacts of Adverse Childhood Experiences (ACEs), and providing hopeful strategies to build resilience within our communities and systems of care. A day of learning and networking will strengthen trauma-informed care networks by raising awareness about and engagement with resources that can help to prevent, treat and heal the harmful consequences of ACEs and toxic stress.

True systems change requires a high level of collaboration, where different sectors explore intersections and embrace opportunities for learning. Shared vision and values play an important role in this process, and the science of ACEs and resilience provides a platform for finding common ground. The *Bridges to Resilience* conference provides a unique opportunity to increase the engagement of the healthcare sector, unite people from diverse communities and professions, and weave a stronger network of care throughout San Luis Obispo, Santa Barbara, and Ventura Counties.

WHO ATTENDS?

The annual *Bridges to Resilience* conference attracts more than 500 attendees who interact with children, youth and families on a daily basis. With the support of the ACEs Aware initiative, this year's program will increase connections between regional healthcare professionals and community partners, building interdisciplinary partnerships in the region. This conference has established a safe conference culture where all participants – inclusive of role, background, socioeconomic status, or age - are welcome.

PARTNER WITH US

WHAT IMPACT DOES OUR SPONSORSHIP MAKE?

Sponsors of the 5th annual *Bridges to Resilience* help the conference provide an inspirational and educational experience for all participants, build cross-sector collaboration, and achieve transformative systems change throughout the tri-county region. Sponsors gain visibility and increased brand awareness through a highlighted, interactive presence at the virtual event, in media outreach, and other materials.

Sponsoring the *Bridges to Resilience* conference highlights YOUR leadership in supporting regional efforts to increase awareness about the widespread impacts of childhood trauma and adversity for vulnerable children, and directly provides valuable information and resources for healthcare professionals and families. When you invest as a sponsor, you tell the world that you support education, collaboration and building resilience in our coastal tri-county region.

OUR SPONSOR BENEFITS	Presenting \$10,000	Champion \$5,000	Advocate \$2,500	Partner \$1,000	Friend \$500
Exclusivity	●				
1st Right of Refusal for 2022 Conference	●				
Listed as Presenting Sponsor on All Conference Materials	●				
Welcome/Promotional Video on Registration Page	3-Minute Video (Provided by Sponsor)				
Opportunity to Speak	3-minute Live Welcome Address	1-minute Live Address	Mentioned in Opening Remarks	Mentioned in Opening Remarks	
Digital Sponsor Booth	Large Booth with Top Placement & Live 2-Way Video with Attendees	Large Booth with Preferred Placement & Live 2-Way Video with Attendees	Medium Booth & Live 2-Way Video with Attendees	Small Booth & Live Chat with Attendees	Small Booth
Recognition on Emails, Social Media, Website & Event Platform	Included as “Presenting Sponsor” on all Marketing Materials through 2021	Large Logo & Link	Medium Logo & Link	Small Logo & Link	Small Listing & Link

COVID-19 has impacted many of our organizations financially this year—*The Bridges to Resilience conference will gladly tailor a sponsor package appropriate for your company or agency. Your meaningful sponsorship not only underwrites conference activities but also supports our greater mission and vision.*

DESCRIPTION OF BENEFITS:

- Exclusivity:** Only one *Presenting* level sponsor will be confirmed. The *Presenting* Sponsor will receive top-level recognition during all pre-conference marketing and throughout the conference.
- 1st Right of Refusal for 2022 Conference:** The *Presenting* Sponsor can reserve the title with benefits as the top exclusive sponsor for the 6th annual *Bridges to Resilience* conference in 2022.
- Welcome/Promotional Video on Registration Page:** The *Presenting* Sponsor can provide a 3-minute promotional video for the virtual event registration page. Every attendee will see this video when they register.
- Opportunity to Speak:** The *Presenting* Sponsor will have the opportunity to present a live 3-minute welcome address to all attendees during the opening of the virtual conference. All *Champion* Sponsors will have the opportunity present a live 1-minute address to all attendees during the program. *Advocate* and *Partner* Sponsors will be acknowledged in opening remarks.
- Digital Sponsor Booth:** All Sponsors are provided an interactive digital booth on the virtual platform. Digital booths are customizable spaces sponsors can use to highlight their organization, interact with attendees, provide educational materials, and gather real time analytics. Sponsors are encouraged to add their logo, website and social media links, documents, videos, and other collateral for attendees to view. *Advocate* level Sponsors and higher have the ability to do live, 2-way video interaction with attendees. *Partner* Sponsors may interact with attendees via chat.
- Recognition on Event Website, Emails & Social Media:** : Upon sponsorship confirmation and receipt of logos, all sponsors will receive recognition on all event marketing materials including the *Bridges to Resilience* conference website, all promotional emails, the registration page, and are thanked on social media based on level of commitment.

FOR MORE INFORMATION OR TO CUSTOMIZE YOUR SPONSORSHIP:

None of these levels match your sponsorship goals? Cannot visualize what the platform and sponsor marketing benefits look like? Please contact us with any questions or to discuss a custom package.

Cecily Hendricks
Ruby Road Conference Support
(805) 500-6826 | Cecily@VISONALITYPartners.com



ABOUT THE BRIDGES TO RESILIENCE COLLABORATIVE

KIDS Network and the *Bridges to Resilience* conference gave rise to Santa Barbara's growing ACEs initiative, Resilient Santa Barbara County. Through the ACEs Aware Provider Engagement Grant, KIDS Network is leading a tri-county planning process for this year's conference to engage new partners and strengthen care networks in Santa Barbara, San Luis Obispo and Ventura Counties.

The three neighboring counties have a long history of regional collaboration. The Coastal Tri-Counties Child Abuse Prevention Coalition provided a springboard for the current project. **Multidisciplinary prevention teams from each county offered a base from which to build cross-sector networks of care that align with the goals of the ACEs Aware initiative.**

Medi-Cal managed care plans, CenCal Health and Gold Coast Health, joined with Cottage Health, Dignity Health and the Pediatric Resiliency Collaborative to engage primary care and specialty healthcare providers. Community partners, including representatives of First 5 Commissions in all three counties, are reaching out to educators, early care providers, and human service organizations to ensure that featured presentations are enhanced with information and networking opportunities to highlight local resources and intervention strategies.



CONFERENCE CO-CHAIRS

Barbara Finch, Santa Barbara County KIDS Network | **Terri Allison**, Resilient Santa Barbara County | **Florene Bednersh**, Children and Family Resource Services
Kathleen Van Antwerp, Ventura County Partnership for Safe Families | **Lisa Fraser**, Center for Family Strengthening, San Luis Obispo County

2021 CONFERENCE PLANNING TEAM PARTNERS

CenCal Health
Central Coast Childbirth Network
Cottage Health / Santa Barbara
Pediatric Resiliency Collaborative
Dignity Health / Marian Regional
Medical Center

First 5 San Luis Obispo
First 5 Santa Barbara
First 5 Ventura
Gold Coast Health

Santa Barbara County Public
Health Department
Santa Barbara Early Childhood &
Family Wellness Coalition
Pregnancy & Parenting Support,
San Luis Obispo





PARTNER WITH US

YES! We'd like to sponsor the 5th annual *Bridges to Resilience* Conference!

☐ Presenting Sponsor \$10,000

☐ Champion Sponsor \$ 5,000

☐ Advocate Sponsor \$ 2,500

☐ Partners Sponsor \$ 1,000

☐ Friend Sponsor \$ 500

☐ In-Kind Contribution

Please complete the information below and scan/email the form to

Judy@rubyroadleadership.com or mail it to:

Bridges to Resilience Conference
c/o Children and Family Services
3970 La Colina Rd. Suite 6
Santa Barbara, CA 93110

Sponsorship Amount	\$		
Organization Name			
Contact Name			
Address			
City, State, Zip			
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SIGNATURE

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Sponsorships are payable to

Bridges to Resilience partner: Children and Family Resource Services

Please mail checks to:

Bridges to Resilience Conference
c/o Children and Family Resource Services
3970 La Colina Rd. Suite 6
Santa Barbara, CA 93110

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Questions?

Judy Hawkins (805) 455-8381, judy@rubyroadleadership.com