

15th

ANNUAL CONFERENCE



MASSACHUSETTS CHILDREN'S ALLIANCE

Partnership Opportunities

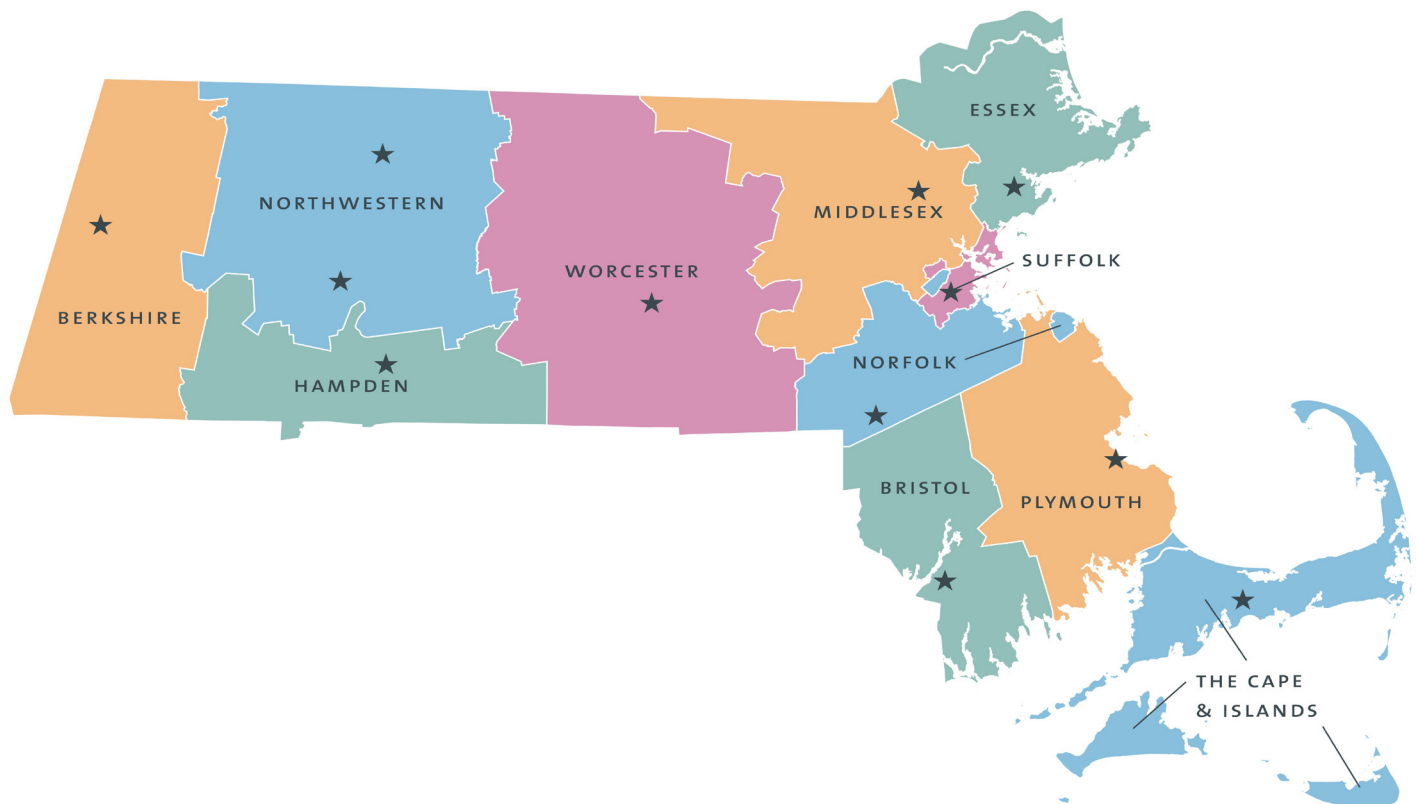
About Massachusetts Children's Alliance

Massachusetts Children's Alliance (MACA) drives the innovative work to help child abuse victims get the best care possible. We do that by promoting interventions that work, delivering effective educational programming, galvanizing legislative support, and mobilizing communities to have tough, but necessary, conversations about child abuse.

MACA provides critical training and assistance to our programs and those professionals working with Children's Advocacy Centers (CACs) to ensure that each one has the capacity to be nationally accredited and adequately respond to their community's needs. We serve as the voice of sexually abused children at the State House and on Capitol Hill, and we are committed to forging public/private partnerships to guarantee the fiscal health and sustainability of our work.

You'll be delighted to see the programmatic advancements we have made in the last year as well as the progress being made in our two statewide projects. To view our latest Annual Report, please [click here](#).

Massachusetts Children's Advocacy Centers



About the Conference

MACA is in the final planning stages for our 15th Annual Statewide Conference, entitled *Healing, Hope, and Justice: An Advanced Conversation*. The conference will be held in-person on May 8th, 2025, at the Sheraton in Framingham, Massachusetts. We expect that this year's conference will attract over 300 attendees statewide and include the following: law enforcement officers (state and local), victim witness advocates, prosecutors, child forensic interviewers, mental health and medical providers, care and protection workers, probation, and CAC staff.

Why partner with us?

Broad and Engaged Audience – The conference attracted 300 professionals from across Massachusetts and the region, including law enforcement, prosecutors, victim advocates, forensic interviewers, medical professionals, and mental health providers—offering sponsors the opportunity to reach a diverse and highly engaged audience.

High Satisfaction and Impact – 95% of attendees rated the conference as meeting or exceeding expectations, and 92% agreed that the content would improve their work performance—demonstrating the event's value in professional development.

Growing Sponsorship Success – Sponsorship revenue increased by 70% from the previous year, showing strong corporate and organizational support for MACA's mission and the increasing visibility of sponsors.

Statewide Reach Across Multiple Sectors – Attendees represented all 12 CACs in Massachusetts, along with professionals from care and protection, law enforcement, and the mental health and medical fields, allowing sponsors to align with a broad coalition of child protection professionals.

Strong Brand Visibility and Networking – Sponsors gain exposure to decision-makers and frontline professionals through branding on conference materials, networking opportunities, and recognition in a highly regarded professional forum.

Attendee Testimonials

"I have been coming to the conference for years, and the workshops get better and better every year. The three workshops I attended were amazing."

"This was my first time attending MACA, and I really enjoyed the conference. The content offered had a great variety, and I especially enjoyed the presentation by Stephanie Block."

By partnering with MACA, you're not just supporting a conference – you're investing in a safer future for Massachusetts children. Our attendees are actively seeking resources, technologies, and services that help them better serve vulnerable children.

Our Commitment to Partners

When you partner with MACA, we commit to:

1. Regular communication before, during, and after the conference
2. Customized support to help you achieve your specific goals
3. Post-event reporting with detailed metrics on your partnership impact
4. Photos and documentation of your brand presence for your own records

Next Steps

This proposal is a starting point for our conversation. We'd welcome the opportunity to discuss your specific goals and craft a custom partnership that delivers value to your organization while supporting our mission.

Contact

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*Please note:

All sizes based upon program book size off 8.5 " wide and 11" tall with 1" margins.

In an effort to ensure your company's representation in our digital and printed materials, please provide a full color, high-quality electronic version (png or jpeg format) of your company logo and program ad to Dan Macura at dmacura@machildrensalliance.org by **April 15th**.

*Privacy Notice: MACA is committed to respecting the privacy of all donors. Information collected on the sponsorship form is kept in strict confidence and only used for the purpose of processing donation(s) and communicating with donors about the agency. None of the collected information is shared with third parties. A donor may request to be listed as Anonymous on event materials by checking the corresponding box on the form.

Partnership Menu



| Sponsorship Level | Social Media Exposure | Conference Recognition | Printed Materials & Website Visibility | Exhibitor Benefits |
|---------------------------|--|--|---|---|
| Premier (\$10,000) | <ul style="list-style-type: none"> • Exclusive sponsor spotlight: Dedicated multi-platform feature post. • Sponsored content: Opportunity to submit a guest post or interview. • Pre and post-event exposure: Tagged in 3 event countdown posts and our post-event highlight. • Pinned feature post: Top placement on MACA's Facebook page for a week. | <ul style="list-style-type: none"> • Verbal recognition during opening and closing remarks. • Company representative invited to deliver brief remarks. | <ul style="list-style-type: none"> • Premier logo placement on MACA's website, event emails, and printed materials. • Full-page ad in the program booklet. • Headline sponsor placement on conference signage. | <ul style="list-style-type: none"> • Priority exhibitor table placement in high-traffic area. • Opportunity to include branded materials in attendee welcome packets. |
| Platinum (\$5,000) | <ul style="list-style-type: none"> • Feature post across platforms with logo and key messaging. • Tagging in 2 event promotional posts. • LinkedIn Business Feature: Highlighted mention on MACA's LinkedIn profile. | <ul style="list-style-type: none"> • Verbal recognition during opening remarks. | <ul style="list-style-type: none"> • Premium logo placement in emails and printed materials. • Half-page ad in the program booklet. • Prominent sponsor placement on conference signage. | <ul style="list-style-type: none"> • Exhibitor table in a prime location. • Branded materials included in attendee packets. |
| Gold (\$2,500) | <ul style="list-style-type: none"> • Dedicated Facebook and LinkedIn post with company mention and logo. • Tagging in 1 event promotional post. • Inclusion in a sponsor thank-you post post-event. | <ul style="list-style-type: none"> • Verbal recognition during opening remarks. | <ul style="list-style-type: none"> • Company name listed in event emails. • Quarter-page ad in program booklet. | <ul style="list-style-type: none"> • Exhibitor table included. |
| Silver (\$1,000) | <ul style="list-style-type: none"> • Group sponsor mention in Facebook & LinkedIn post. • Inclusion in event recap post with sponsor listing. | <ul style="list-style-type: none"> • Recognition in conference program. | <ul style="list-style-type: none"> • Company name listed in program booklet. | <ul style="list-style-type: none"> • Exhibitor table included. |
| Bronze (\$500) | <ul style="list-style-type: none"> • Thank-you mention in group sponsor appreciation post. | <ul style="list-style-type: none"> • Recognition in conference program. | <ul style="list-style-type: none"> • Company name listed in program booklet. | <ul style="list-style-type: none"> • Exhibitor table included. |

Partnership Commitment Form



Yes, I would like to Sponsor the Massachusetts Children's Alliance Conference at the following level:

(Please refer to Partnership Menu for sponsorship level benefits)

☐ **Premier (\$10,000)**

☐ **Platinum (\$5,000)**

☐ **Gold (\$2,500)**

☐ **Silver (\$1,000)**

☐ **Bronze (\$500)**

Total: \$

☐ Please send me an invoice

OR

☐ Check is enclosed payable to *Massachusetts Children's Alliance*

This sponsor commitment is authorized by:

Name: _____

Phone: _____

Company: _____

Fax: _____

Address: _____

City, State, Zip: _____

Email: _____

Check here if you wish to be listed as anonymous ☐