

Kent Regional 4C

Your Community
Child Care Connection

www.4Cchildcare.org

Kent Regional 4C Sponsorship Policy

Kent Regional 4C is proud to partner with organizations looking for quality connections to parents and providers focusing on early education and care of our young children.

Please review the policy and procedures to learn if your company fits well with us. If you would like to download our application, download our PDF [here](#).

Kent Regional 4C's mission is to provide leadership, resources, services and education which create, improve and promote quality child care. To further our mission, we accept sponsorship compatible with specific guidelines.

The presence of sponsorship does not imply an endorsement of the company, product or service. Sponsorships may appear on our web site, our referral data base, our quarterly newsletter *News and Views*, and/or in our conference literature. Sponsors will appear under a heading called, "Proud Sponsor." The definition of Kent Regional 4C sponsorship is defined as follows:

a business or organization that has made a non-membership donation to support the work of Kent Regional 4C and is subsequently acknowledged as a sponsor. Sponsorship recognition may include a link from Kent Regional 4C electronic media to the sponsor's website.

While a sponsor may be an exclusive sponsor, no sponsor is an exclusive provider.

All sponsorship revenue is used to support Kent Regional 4C services and products.

Sponsors that are prohibited include (but may not be limited to):

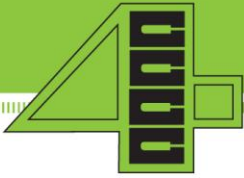
- Alcohol
- Any illegal products

Our Mission:

To provide leadership, resources, services and education which create, improve and promote quality child care.

Select Quality. Look for **Child Care Select**® Symbols when choosing child care.





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- Tobacco products
- Firearms/weapons
- Fireworks

- Pornography
- Gambling, betting, or lottery
- Political ads
- Religious ads
- Child care, preschool and before/after school programs
- Competitors
- Containing false or misleading claims
- Formats for pop-ups and floating ads or surveys

Criteria for acceptance of sponsorship include:

- No implication of endorsement by Kent Regional 4C may be made in the sponsorship message or on the sponsor's web site.
- Kent Regional 4C retains final approval of all sponsor/product messages, banners and copy, including placement in Kent Regional 4C materials.
- Kent Regional 4C reserves the right to reject, cancel or remove at any time any sponsorship from their web site or quarterly newsletter *News and Views*, for any reason. In such a case, Kent Regional 4C will notify the sponsor promptly with an explanation.
- Sponsors cannot collect any personally identifiable information from visitors to Kent Regional 4C internet programs.
- Sponsorship recognition appearing on Kent Regional 4C media may not include contact information for the sponsor.

Sponsorship message formats and placement:

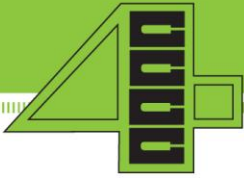
- On the web site:
 - Size: 100 h x200 w

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- Resolution: 72dpi
 - Electronic format: jpg
 - Placement: lower right of all pages except Employment and Contact Us
-
- In the *News and Views*:
 - Size: 3-1/2" x 2"
 - Resolution: 300-400
 - Electronic format: jpg
 - Placement: top half of page 11

If you are interested in becoming a Proud Sponsor of Kent Regional 4C, Please email us at info@4cchildcare.org or call us at 616-451-8281 or 800-448-6995.

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