



FIRST3YEARS PRESENTS

BUILD UP!: FOCUS ON FUNDAMENTALS

MARCH 1-3, 2021
VIRTUAL CONFERENCE

FOR MORE INFORMATION, VISIT FIRST3YEARSTX.ORG/BUILD-UP-CONFERENCE-FOCUS-ON-THE-FUNDAMENTALS OR EMAIL ABORTHICK@FIRST3YEARSTX.ORG





Why the First3Years?

The first three years of life are an extraordinary and vital part of our children's growth and development. 85% of brain development happens by the time a child turns three years old. During these first three years of life, the brain is making connections that will become the foundation for all other learning.

First3Years was founded in 1980 by early childhood clinicians who were concerned about the quality of care young children receive. Empowered by the neuroscience showing 85% of early brain development happens by age 3, they wanted to create opportunities for all infants and toddlers' early health and development to be supported during this critical developmental period.

At the center of their vision was the understanding that everyday interactions and play, along with responsive, nurturing care can build healthy brains, and a strong start for all children. Best of all, it's easy to teach parents and other caregivers to be involved.

Today, First3Years has become a trusted expert and advisor on all things related to infants and toddlers, from positive parenting tips to quality child care to foster care, First3Years is a trusted source for helping children and families thrive.

Each year our programs impact more than 179,000 children annually through our work to:

- Increase awareness of the critical importance of the first three years of life.
- Support conditions that enhance the quality of infant and toddler/caregiver relationships.
- Advocate for policies and practices that support the healthy development of young children, and
- Educate the birth-to-three workforce in best practices.

First3Years' vision is that all infants and toddlers are provided with safe and secure experiences that promote a firm foundation for positive lifetime outcomes. Our work is to continue building the capacity among professionals, programs, and systems to support families through positive attachment, trauma informed care, responsive caregiving and access to services that meets their physical and mental needs.



About the Conference

New to 2021, First3Years will hold the first annual Build Up! Conference. To build up someone or something means to bring together parts and to strengthen. That is the essence of the Build Up! Conference, to support early childhood professionals by bringing together their current skill set with new applied research, ideas, and perspectives to strengthen their practice to positively impact the infants, toddlers, and families they serve. Each year this conference will focus on different ways to reinforce and solidify a strengths based perspective to support early childhood professionals in their skills and how to care for themselves as a provider.

In March of 2021, the Build Up! Conference will be held virtually over 3 days.

The opening keynote will be presented by Dr. Junlei Li, Saul Zaentz Senior Lecturer in Early Childhood Education at the Harvard Graduate School of Education. Dr. Li will present on a strengths-based perspective as he dives into how providers are essential in creating “deep and simple” interactions and how interpersonal relationships are key to promoting resilience, and supporting families in difficult times, even across distances. He will also focus on how relationships and interactions impact all aspects of our Early Childhood Education system work. Additionally, Dr. Li will host an interactive workshop to support the creation of a common language and understanding of “simple” and developmental interactions that links knowledge to practice.

The closing keynote will be presented by Dr. Yvonne Ator, Certified Daring Way Facilitator Coach, Facilitator, and Advocate Founder, Thriving Idealist. Dr. Ator will present a lecture with additional Q&A time; her presentation will explore Rumbling with Vulnerability – How to Answer Your Call to Courage. Attendees will discuss and learn skills such as the myths of vulnerability and how to dispel them, how to rumble with hard conversations, how to enter the cave we fear, how shame shows up at work, the components of courage, the armor that keeps us from being seen at work, and how empathy and self-compassion help us enter the arena where we desire to show up and be seen and lead.

Special to this conference, we will host a pre-conference workshop on day one, March 1st. This pre-session workshop will allow for an interactive time together learning about brain development and playing the Brain Architecture Game! Attendees will learn how early experiences impact young brains and the importance of protective factors.



Build Up! Conference

Sponsorship Opportunities

March 1–3, 2021

PRESENTING SPONSOR—\$2,500

- ‘Presented by’ Title for all Conference Materials
- Recorded Welcome Message to Launch Conference
- Full Page Ad in Conference Program
- E-News Highlight
- Social Media Highlight
- Branded Materials for Attendees
- Virtual Vendor Booth/Landing Site
- 10 Admissions to Conference
- Verbal/Printed Recognition on Conference Materials

ADVOCATE SPONSOR—\$1,000

- 1/2 Page Ad in Conference Program
- E-News Highlight
- Social Media Highlight
- Virtual Vendor Booth/Landing Site
- 7 Admissions to Conference
- Verbal/Printed Recognition on Conference Materials

PARTNER SPONSOR—\$500

- 1/4 Page Ad in Conference Program
- E-News Highlight
- Social Media Highlight
- Virtual Vendor Booth/Landing Site
- 5 Admissions to Conference
- Verbal/Printed Recognition on Conference Materials

SUPPORTER SPONSOR—\$250

- E-News Highlight
- Social Media Highlight
- Virtual Vendor Booth/Landing Site
- 2 Admissions to Conference
- Verbal/Printed Recognition on Conference Materials



Build Up! Conference Sponsorship Commitment Form March 1-3, 2021

Name of Company or Individual: _____

(As you would like it to appear in type)

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

Yes, count on my participation at the following level:

____ PRESENTING SPONSOR \$2,500

____ ADVOCATE SPONSOR \$1,000

____ PARTNER SPONSOR \$500

____ SUPPORTER SPONSOR \$250

____ GENERAL DONATION \$_____

Payment Information:

Enclosed is my check for \$_____ (Made payable to First3Years)

Please charge my credit card (check one): AMEX MC Visa Discover / Last 4 Digits : _____

The credit card information on the bottom portion of this agreement will be securely destroyed immediately after processing.

Name on Card: _____

Card Number: _____ Exp. Date: _____ CCV: _____

Please submit your company logo with completed commitment form.

First3Years is a 501(c)3 nonprofit organization. Your gift is tax-deductible to the extend allowed by law.

Please note that due to planning and logistics we are unable to provide refunds 30 days before the event.