PARTNERSHIP OPPORTUNITIES TO REACH ASPIRING EDUCATORS AND THEIR TEACHER LEADERS
PARTNERSHIP OPPORTUNITIES TO REACH ASPIRING EDUCATORS AND THEIR TEACHER LEADERS

About Educators Rising
Educators Rising is a national movement designed to cultivate a new generation of highly skilled educators by guiding young people on a path from high school through college and into their teaching careers. Students join chapters at their schools and take courses led by teacher leaders. Schools, districts, and State Departments of Education partner with institutes of higher education to offer students dual credit and feed teacher preparation programs. Communities come together to provide pathways to grow and diversify the teaching profession.

Traditional teacher programs nationally have seen a decline of 35% since 2013, and the demographics of teaching continues to be 82% white and 76% women, where the student demographic is 52% students. **Educators Rising guides nearly 20,000 impassioned students, of whom 52% identify as students of color, to bolster the enrollment of teacher preparation programs.** By working with aspiring educators who reflect the demographics of their communities and who are passionate about serving those communities through public education, Educators Rising is changing the face of teaching. See an example of our success in [Connecticut](#).

Educators Rising is comprised of nearly 20,000 members in 930 chapters with 31 official state affiliates, and members in all 50 states plus the District of Columbia.

About the National Conference
The Educators Rising National Conference is an annual celebration of the best and brightest aspiring educators. Connect with 1,300+ conference participants from across the country when you participate in this engaging four-day event.

Why Get Involved?
- Are you struggling to recruit students to enroll in your school/program or utilize your product/service?
- Are you interested in gaining insights from future educators?
- Are you challenged with building brand allegiance with Gen Z?

Educators Rising offers a variety of opportunities to help you and your organization address these needs. From sponsorship and exhibiting, to co-branding and advertising, we can help create a package that works best with your objectives, resources, and budget.

Questions? Ready to sign up? Contact Maddie Katz at mkatz@pdkintl.org or 571-335-7107 or visit educatorsrising.org/national-conference/
What Makes This Event So Unique?

• The explicit focus on education and teacher preparation
• The caliber of attendees; sponsors/exhibitors share that students are very motivated and fully invested in the teacher education field and undergraduate teacher education programs
• The inspiring atmosphere; sponsors/exhibitors cherish the opportunity to engage with the next generation of educators

“The exhibitors are not treated as an afterthought, but as a “value add” piece to the conference and the attendees’ experience. I really appreciated that.” – 2019 Educators Rising National Conference exhibitor

92% of 2019 conference sponsors and exhibitors surveyed would recommend or highly recommend participation in the Educators Rising National Conference to a friend or colleague

A note on virtual sponsorships vs. live sponsorships.
Unlike live sponsorships where exhibitors rely on passive foot-traffic approach to exhibition booths, online exhibition actively puts not only the name and product or mission in front of the student, but also direct links and preferred media. Universities and companies can justify this heightened interaction because they do not need to pay for the production and shipping of tchotchkes, handouts, and displays, nor do they need to pay for travel, lodging, and incidental expenses. A live exhibition budget on a $450 table adding in handouts and expenses for two presenters can run $3,000 for the effort in hopes students come to your table. Rather than hope students come hear your message, virtual sponsorship puts the message to the students.

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Packages

Lead Sponsor

$30,000

Limit: 1

- Lead sponsor booth space for the Virtual Exhibit Hall
- Keynote event on June 24, 2021 – 5-minute prerecorded speaking opportunity
- Ability to share up to fifteen (15) pieces of content (i.e. logo, weblinks, videos, flyers, brochures) *
  - Lead sponsor level badge on booth
  - Logo featured over the top of the booth
  - Link to organization’s website in virtual booth
  - Optional introduction video featured in booth
  - Attendee opt-in contact information button within booth
- Organization name featured on the main page of the platform with direct link to booth
- One (1) pre-recorded welcome message featured in the platform
- Complimentary conference registration for up to six (6) representatives
- Lead sponsor logo will always appear at the top of the list of sponsors and exhibitors
- Organization name and logo in event marketing materials
- Identification as sponsor during all general session multimedia presentations
- Pre-conference attendee analytics
- Post-conference booth analytics
- Web advertisement in virtual conference schedule
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
- Listing in the conference exhibitor activity
- Banner advertisement on Educators Rising website for three (3) months between now and August 31, 2021
- Banner advertisement in Educators Rising e-newsletter for three (3) months between now and August 31, 2021
- Two (2) dedicated emails to the Educators Rising network between now and August 31, 2021
- Four (4) custom social media advertisements between now and August 31, 2021
- Logo with link to the organization’s website on Educators Rising website through August 31, 2021
- Opportunity to contribute a gift to the raffle and ship to the winner

Descriptions for items included in packages can be found in the “Package Add-ons and A La Carte Section”

* Pieces of Content can be videos, brochures, applications, logos, or any other digital marketing materials. Accepted formats for Pieces of Content include:
  - Audio: MP3, WAV
  - Video Upload: MOV, MP4, MPG, WMV
  - Video from Embed Code: Any video player may be embedded including YouTube, Vimeo, and Ustream
  - Link within Window: This link will open within a window (iframe) within the virtual experience
  - Link in New Browser Tab: This link will open in a new browser tab
  - File: PDF, DOC, PPT, ZIP, JPG, PNG

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General Session Sponsor

$10,000

Limit: 2

- General Session Welcome on Day 2 – 3-minute prerecorded speaking opportunity
- Medium booth space in the Virtual Exhibit Hall
- Ability to share up to ten (10) pieces of content (i.e. videos, flyers, brochures) *
  - General Session Sponsor badge on booth
  - Logo featured over the top of the booth
  - Link to organization’s website in virtual booth
  - Optional introduction video featured in booth
  - Attendee opt-in contact information button within booth
- Complimentary conference registration for up to four (4) representatives
- Organization name featured on the main page of the platform with direct link to booth
- Pre-conference attendee analytics
- Post-conference booth analytics
- Identification as sponsor during all general session multimedia presentations
- One (1) pre-recorded welcome message featured in the platform
- Web advertisement in virtual conference schedule
- Listing in the conference exhibitor activity
- Organization name and logo in event marketing materials
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
- Banner advertisement on Educators Rising website for one (1) month between now and August 31, 2021
- Banner advertisement in Educators Rising e-newsletter for one (1) month between now and August 31, 2021
- One (1) dedicated email to the Educators Rising network between now and August 31, 2021
- Two (2) custom social media advertisements between now and August 31, 2021
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Breakout Session Sponsor

$5000

Limit: 5

- Opportunity to collaborate with Educators Rising Conference Committee to host a one-hour breakout session
- Small booth space in the Virtual Exhibit Hall
- Ability to share up to five (5) pieces of content (i.e. videos, flyers, brochures) *
  o Breakout Session Sponsor badge on booth
  o Logo featured over the top of the booth
  o Link to organization’s website in virtual booth
  o Optional introduction video featured in booth
  o Attendee opt-in contact information button within booth
- Complimentary conference registration for up to two (2) representatives
- Pre-conference attendee analytics
- Post-conference booth analytics
- Identification as sponsor during all general session multimedia presentations
- Web advertisement in virtual conference schedule
- Listing in the conference exhibitor activity
- Organization name and logo in event marketing materials
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
- Logo with link to the organization’s website on Educators Rising website through August 31, 2021
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Competition Sponsors

$2500

Limit: 20

• Competition Award Presentation – 2-minute prerecorded speaking opportunity
• Small booth space in the Virtual Exhibit Hall
• Ability to share up to five (5) pieces of content (i.e. videos, flyers, brochures)*
  o Competition Sponsor badge on booth
  o Logo featured over the top of the booth
  o Link to organization’s website in virtual booth
• Complimentary conference registration for up to two (2) representatives

• Web advertisement in virtual conference schedule
• Listing in the conference exhibitor activity
• Organization name and logo in event marketing materials
• Organization name and logo featured in vendor spotlight newsletter sent before and after the event
• Logo with link to the organization’s website on Educators Rising website through August 31, 2021
• Opportunity to contribute a gift to the raffle and ship to the winner

* Pieces of Content can be videos, brochures, applications, logos, or any other digital marketing materials. Accepted formats for Pieces of Content include:

  • Audio: MP3, WAV
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Power Level Exhibitor
$1450 for Universities, Colleges, Nonprofits, and Public Agencies
$1650 for the Private Sector

- Large booth space in the Virtual Exhibit Hall
- Ability to share up to ten (10) pieces of content (i.e. videos, flyers, brochures) *
  - Logo featured over the top of the booth
- Complimentary conference registration for one (1) representative
- Listing in the conference exhibitor activity
- Organization listing and link in event marketing materials
- Organization name and link featured in vendor spotlight newsletter sent before and after the event
- Listing with link to the organization’s website on Educators Rising website through August 31, 2021
- Opportunity to contribute a gift to the raffle and ship to the winner

Descriptions for items included in packages can be found in the “Package Add-ons and A La Carte Section”

* Pieces of Content can be videos, brochures, applications, logos, or any other digital marketing materials. Accepted formats for Pieces of Content include:

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Impact Level Exhibitor
$1050 for Universities, Colleges, Nonprofits, and Public Agencies
$1250 for the Private Sector

- Medium booth space in the Virtual Exhibit Hall
- Ability to share up to seven (7) pieces of static content (i.e. flyers, brochures) *
  - Logo featured over the top of the booth
- Complimentary conference registration for one (1) representative
- Listing in the conference exhibitor activity
- Organization listing and link in event marketing materials
- Organization name and link featured in vendor spotlight newsletter sent before and after the event
- Listing with link to the organization’s website on Educators Rising website through August 31, 2021
- Opportunity to contribute a gift to the raffle and ship to the winner

* Pieces of Static Content can be brochures, applications, logos, or any other digital marketing materials. Accepted formats for Pieces of Content include:
  
  - File: PDF, DOC, PPT, ZIP, JPG, PNG

Base Level Exhibitor
$750 for Universities, Colleges, Nonprofits, and Public Agencies
$950 for the Private Sector

- Small booth space in the Virtual Exhibit Hall
- Ability to share up to four (4) pieces of static content (i.e. flyers, brochures) *
  - Logo featured over the top of the booth
- Complimentary conference registration for one (1) representative
- Listing in the conference exhibitor activity
- Organization listing and link in event marketing materials
- Organization name and link featured in vendor spotlight newsletter sent before and after the event
- Listing with link to the organization’s website on Educators Rising website through August 31, 2021
- Opportunity to contribute a gift to the raffle and ship to the winner

* Pieces of Static Content can be brochures, applications, logos, or any other digital marketing materials. Accepted formats for Pieces of Content include:
  
  - File: PDF, DOC, PPT, ZIP, JPG, PNG

Educators Rising has the authority to accept, reject, and approve participation at the discretion of PDK leadership

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Package Add-ons and A La Carte Options

**Additional Pieces of Content for Booth - $100**
Each package option allows for a limited amount of content to be shared within your booth. Purchasing this option allows you to share more content. The price is set for each individual piece of content.

**Additional Booth Representative* - $199**
Booth representatives have access to the virtual platform. Packages come with a set amount of complimentary representative registrations. Additional representative registrations can be purchased through this add-on option.
*Purchase of package required.*

**Link to website included in booth - $150**
Add a direct link to your company’s website within your booth.

**Pre-conference Attendee Analytics - $500**
Pre-Conference analytics will be sent 48 hours prior to the event and provide you with an overview of the individuals registered for the event. This report will not provide any contact information for the attendees. Information provided will include:
- Number of participants from each state
- Grade levels of student participants
- Participant demographics (if available)

**Post-conference Booth Analytics - $500**
Post conference analytics will provide you with an overview of the interaction and views that your booth received. This report will not include any contact information for attendees. Information provided will include:
- Number of booth visits
- Click per content item
- Unique views per item

**Exhibit Booth Avatar - $200**
Make your booth more inviting to conference attendees with an Avatar. PDK will work with you to make sure your avatar best represents you and your organization.

**Sponsored Instagram Posts - $500 for 3 posts**
Limit: 5
Educators Rising has 2,000+ Instagram followers who are all interested in education. This package includes three (3) sponsored Instagram posts to reach passionate students and teacher leaders. Advertisers will work closely with Educators Rising staff to develop co-branded ads and schedule them for maximum impact before August 31, 2021.

**Educators Rising Website Banner Ad**
640 x 100 px in .png format; color
- Home screen - $600/month

**Send a Dedicated Email to the Educators Rising Network (limit 3)**
Educators Rising has a network of nearly 20,000 aspiring educators and teacher leaders. Educators Rising will work with you to send a dedicated email about your organization’s resource to reach passionate students and teacher leaders. Advertisers will work closely with Educators Rising staff to develop co-branded messaging and schedule the email for maximum impact before August 31, 2021. Educators Rising will not share contact information.

- $2,500 for 1 email
- $4,500 for 2 emails

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Looking to expand your reach? Consider *Kappan*

Kappan is a “must read’ for education leaders.

- Recognized as an authoritative source of dialogue and debate
- Explores current educational issues in depth
- Serves as an invaluable tool for professional development
- Advocates research-based school improvement
- Written for educators and policy makers at all levels
- Includes great cartoons loved by educators

**Full-page ad**
7¼” x 9 7/8”
- $2,310 – Black and White
- $3,195 – Four Color

**Half-page ad**
7¼” x 4¾”
- $1,500 – Black and White
- $2,165 – Four Color

**Quarter-page ad**
Vertical: 3½” x 6”
Horizontal 4¾” x 3½”
- $815 – Black and White
- $1,260 – Four Color

“Anyone who picks up the latest issue of Phi Delta Kappan can’t help but be impressed. It is well conceived and well-focused, addresses crucial topics for policy and practitioners, is timely, is laden with articles by people I want to read...This is change we can believe in. Bravo.”

– Linda Darling-Hammond, Stanford University

To learn more about Kappan advertising opportunities, please see the Kappan media kit.

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June 24–27, 2021

For more information about the schedule, please go to the website: https://educatorsrising.org/conference-competitions/

Thursday, June 24
- Opening General Session with Special Guest Keynote
- Competitions

Friday, June 25
- Competitions
- State/Regional Coordinators meeting (by invitation only)
- College and Innovation Exhibit Fair
- Teacher Leader Academy Training (by invitation only)
- Breakout sessions
- Social Event

Saturday, June 26
- Competitions
- General Session with Keynote
- Breakout sessions
- Teacher Leader Academy Training (by invitation only)

Sunday, June 27
- Breakout sessions
- Closing General Session and Awards Celebration

*Schedule is tentative and may change.
## APPLICATION AND CONTRACT

### Sponsor

<table>
<thead>
<tr>
<th>Sponsor Type</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Lead Sponsor</td>
<td>$30,000</td>
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<tr>
<td>General Session</td>
<td>$10,000</td>
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<tr>
<td>Breakout Session Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Competition Sponsor</td>
<td>$2,500</td>
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### Exhibit

- **Power Exhibitor**
  - Colleges, Nonprofits, Public Sector: $1,450
  - Private Sector: $1,650

- **Impact Exhibitor**
  - Colleges, Nonprofits, Public Sector: $1,050
  - Private Sector: $1,250

- **Base Impact Exhibitor**
  - Colleges, Nonprofits, Public Sector: $750
  - Private Sector: $950

#### A La Carte Options

**Artwork due May 10, 2021**

- Additional Content for Booth: $100
- Additional Booth Representative: $199
- Link to website included in booth: $150
- Pre-Conference Attendee Analytics: $500
- Post-Conference Booth Analytics: $500
- Exhibit Booth Avatar: $200
- Sponsored Instagram posts: $500
- One (1) dedicated email message: $2,500
- Two (2) dedicated email messages: $4,500
- Educators Rising Website Banner Ads: $600

#### Kappan Advertisements

- **Full-page**
  - Black and White: $2,310
  - Four Color: $3,195

- **Half-page**
  - Black and White: $1,500
  - Four Color: $2,165

- **Quarter-page**
  - Black and White: $815
  - Four Color: $1,260

### Deadlines

- **March 1, 2021** - Reservations due to ensure inclusion in the program
- **May 10, 2021** – reservations, payments, logo and content pieces due for all sponsorship, exhibiting, and advertising opportunities

### Contact Information

- **Sponsor/Exhibitor (Company)** as it should appear in recognition
- **Primary Contact**
- **Street Address**
- **City / State / Zip**
- Sponsor/Exhibitor (Company)
- Email
- Phone
- Website
- **Signed**
- **Date**

### Address all communications to:

PO Box 13090  
Arlington, VA 22219

For PDK use only:

<table>
<thead>
<tr>
<th>Amount Due</th>
<th>Logo Received</th>
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## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Lead Sponsor</th>
<th>General Session Sponsor</th>
<th>Breakout Session Sponsors</th>
<th>Competition Sponsors</th>
<th>Power Level</th>
<th>Impact Level</th>
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<td>$30,000</td>
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<td>$5,000</td>
<td>$2,500</td>
<td>$1450 / 1650</td>
<td>$1050 / 1250</td>
<td>$750 / 950</td>
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### General Benefits

| Virtual Exhibit Booth | Ability to share virtual content+ | Sponsorship Level Badge on Booth | Logo featured over the top of the booth | Link to organization’s website in virtual booth | Optional introduction video featured in booth | Attendee opt-in contact information button within booth | Featured on main page of the platform with direct link to booth | Complimentary Conference Registration | Sponsor Name will appear at the top of the list of vendors and sponsors | Pre-Conference attendee analytics | Post-Conference booth analytics | Speaking opportunity at conference event | Pre-recorded welcome message featured in the platform | Identification as sponsor during all general session multimedia presentations | Listing in the Exhibitor Activity |
|----------------------|-------------------------------|----------------------------------|-----------------------------------------|-----------------------------------------------|-----------------------------------------------|--------------------------------------------------|-----------------------------------------------|----------------------------------|----------------------------------|----------------------------------|---------------------------------|----------------------------------|--------------------------------------|----------------------------------|--------------------------------------------------|-------------------------------------|
| Large                | Medium                        | Small                            | Small                                   | Large                                         | Medium                                        | Small                                             |                                 | 6                                | 4                                | 2                                | 2                              | 1                                |
| $30,000              | $10,000                       | $5,000                           | $2,500                                  | $1450 / 1650                                 | $1050 / 1250                                 | $750 / 950                                       | $10,000 / 950                                | 4                                | 3                                | 2                                | 2                              | 1                                |

### In-Platform Advertising

<table>
<thead>
<tr>
<th>Organization Name and Logo in event marketing materials</th>
<th>Lead Sponsor Logo and Link</th>
<th>General Session Sponsor Logo and Link</th>
<th>Breakout Session Sponsor Logo and Link</th>
<th>Competition Sponsor Logo and Link</th>
<th>Listing and Link</th>
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<td>Virtual Conference Schedule</td>
<td>Web Ad</td>
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<td>Web Ad</td>
<td>Web Ad</td>
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<tr>
<td>Organization Name and logo featured in vendor spotlight newsletter</td>
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<td>Banner advertisement in Educators Rising monthly enewsletter</td>
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<tr>
<td>Banner advertisement on Educators Rising website</td>
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<td>1 month</td>
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<tr>
<td>Custom Social Media Advertising to Educators Rising Network</td>
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<tr>
<td>Inclusion on Educators Rising website (through August 31, 2021)</td>
<td>Logo and Link</td>
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### Off-Platform Advertising

| * Exhibition Opportunities – universities, Nonprofits, and Public Sector Organizations are eligible for the lower prices. |
| + Virtual content for all sponsorship levels and exhibitor power level can include logo, downloadable pdfs, social media, videos, brochures, and web links; Virtual content for impact and base level is static. |