



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

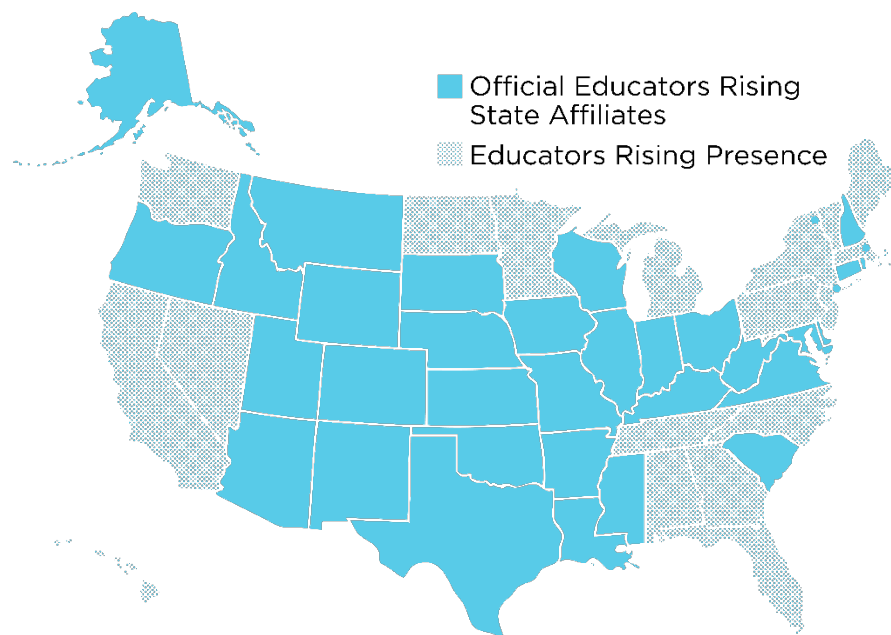


**SPONSORING, EXHIBITING, ADVERTISING & MORE!**

## 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.

Enrollments in traditional teacher education programs have declined 35% nationally since 2013, and the demographic makeup of teachers remains 82% White and 76% women. **Educators Rising guides nearly 20,000 impassioned students, 52% of whom identify as students of color, to bolster enrollment in 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 32 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 exhibition, to co-branding and advertising, we can help create a package that works best with your objectives, resources, and budget.

## 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*



# SPONSORSHIP, EXHIBITION, AND ADVERTISING OPPORTUNITIES

## Platinum Sponsor: \$30,000

Limit: 1

- Opening Keynote Event on June 24, 2021 – 5-minute speaking opportunity
- Booth space in Exhibit Hall (*prime location*)
- Complimentary conference registration for up to six (5) 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
- Logo on the sponsor page of the Educators Rising National Conference website
- Identification as sponsor during all general session multimedia presentations
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
- Full-page, color ad in the conference program book (on the inside front or back cover)
- Opportunity to contribute a gift to the raffle
  - Two (2) dedicated emails to the Educators Rising network between now and August 31, 2022
  - Four (4) custom social media advertisements between now and August 31, 2022

## Gold Sponsor: \$10,000

Limit: 4

- General Session Welcome on Day 3 – 3-minute Speaking Opportunity
- Booth space in the Exhibit Hall (*prime location*)
- Complimentary conference registration for up to four (4) representatives
  - Organization name and logo in event marketing materials
  - Full-page, black and white ad in the conference program book
  - Logo on the sponsor page of the Educators Rising National Conference website
- Identification as sponsor during all general session multimedia presentations
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
- Opportunity to contribute a gift to the raffle
  - One (1) dedicated emails to the Educators Rising network between now and August 31, 2022
  - Two (2) custom social media advertisements between now and August 31, 2022

## Bronze Sponsor: \$8,000

Limit: 1

- Adult Luncheon on Day 4 – 3-minute Speaking Opportunity to speak directly to over 150 Teacher Leaders and other Educational Professionals
- Booth space in the Exhibit Hall (*prime location*)
- Complimentary conference registration for up to four (4) representatives
- Identification as sponsor during all general session multimedia presentations
  - Logo on the sponsor page of the Educators Rising National Conference website

- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
  - Full-page, black and white ad in the conference program book
- Opportunity to contribute a gift to the raffle
  - One (1) dedicated emails to the Educators Rising Teacher Leaders between now and August 31, 2022
  - Two (2) custom social media advertisements between now and August 31, 2022

## Breakout Session Sponsor: \$5000

Limit: 5; Deadline: February 14<sup>th</sup>: Registration for Breakout session sponsorship

- Opportunity to collaborate with Educators Rising Conference Committee to host a 45-minute breakout session
- Booth space in the Exhibit Hall
- Complimentary conference registration for up to two (2) representatives
- Identification as sponsor during all general session multimedia presentations
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
  - Half-page, black and white ad in the conference program book
- Logo recognition on signage outside the sponsored breakout session
  - Logo on the sponsor page of the Educators Rising National Conference website
- Opportunity to contribute a gift to the raffle

## Competition Sponsors: \$3000

Limit: 20

- Provides a \$500 scholarship to the first place competition winner
- Competition Award Presentation for your choice of competition
- Booth space in the Exhibit Hall
- Complimentary conference registration for up to two (2) representatives
- Opportunity to provide up to two on-site judges for the competition
- Organization name and logo in event marketing materials
- Organization name and logo featured in vendor spotlight newsletter sent before and after the event
  - Half-page, black and white ad in the conference program book
  - Logo recognition on signage outside the sponsored competition room
  - Logo on the sponsor page of the Educators Rising National Conference website
- Opportunity to contribute a gift to the raffle

## Additional Sponsorship Opportunities:

***Expand your reach and maximize your visibility by showcasing your organization's logo on-site or Online!***

- Wi-Fi Sponsor:
  - Limit: 6, \$8000
  - Half-page, black and white ad in the conference program book
  - Logo on the sponsor page of the Educators Rising National Conference website
- Limited Edition Water Bottle Distributed to all 1,300+ conference attendees!
  - Limit: 1, \$5,000
  - Co-branding opportunity on the conference water bottle
  - Half-page, black and white ad in the conference program book
  - Logo on the sponsor page of the Educators Rising National Conference website
- Photo Booth
  - Limit: 1, \$3,500
  - Organization logo prominently displayed on signage at Photo Booth
  - Half-page, black and white ad in the conference program book
  - Logo on the sponsor page of the Educators Rising National Conference website
- Social Media Wall
  - Limit: 1, \$3,500
  - Organization logo prominently displayed on the social media wall throughout the conference
  - Half-page, black and white ad in the conference program book
  - Logo on the sponsor page of the Educators Rising National Conference website
- Sponsored Social Media Posts
  - Limit 5, \$500
  - Educators Rising has nearly 1,500 Instagram followers who are all interested in education. This package includes five 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 throughout the year.
- General Sponsor:
  - \$500
  - If you simply believe in the cause and would like to support inspiring and passionate preservice educators, we will recognize you as a general sponsor and supporter of Educators Rising at the conference.
  - We always welcome any size sponsorship. To donate other amounts, you may [visit our website](#) and select "Donate" on our homepage. Any contribution helps further our mission.

## EXHIBITION OPPORTUNITIES

### *College and Innovation Exhibit Fair*

Join us at the Educators Rising College and Innovation Exhibit Fair, a high-energy expo where nearly 1,300 fired-up future educators will explore teacher education programs at higher education institutions and learn valuable information about the greater education ecosystem. Colleges and universities, as well as nonprofit, for-profit, and public sector organizations focused on education, are invited to exhibit and engage with students and teacher leaders from across the country. Attract and connect with exceptional students who have expressed an interest in education careers.

### College and University/Non-profit Rates

- \$499 Early rate (on or before December 15, 2021)
- \$699 Regular rate (after December 15, 2021)
- \$999 Prime location

### For-profit/Public Sector Rates

- \$699 Early rate (on or before December 15, 2021)
- \$999 Regular rate (after December 15, 2021)
- \$1,499 Prime location





























### Benefits:

- One 6' table with linen
- Two chairs
- Organization name listed on sponsor page of the Educators Rising National Conference website
- Organization name listed as an exhibitor in the conference program book

### Preliminary Schedule:

- June 25<sup>th</sup> 7 a.m. – 9 a.m. Setup
- June 25<sup>th</sup> 9 a.m. – 5 p.m. Exhibit Hall open

# Comparison Chart

	Platinum Sponsor	Gold Sponsor	Bronze Sponsor	Breakout Session Sponsor	Competition Sponsor	Exhibitor
Speaking Opportunity at the Conference	5-minute speaking opportunity	3-minute speaking opportunity	3-minute speaking opportunity to speak directly to over 150 Teacher Leaders and others	Host a 45-minute breakout session	Competition Award Presentation before for your choice of competition	
Booth Space in Exhibit Hall						
Prime Location of Booth Space						
Complimentary Conference Registrations	5	4	4	2	2 and Opportunity to provide up to two on-site judges for the competition	2
Sponsor logo will always appear at the top of the list of sponsors and exhibitors					Rather, Logo recognition on signage outside the sponsored competition room	
Organization name and logo in event marketing materials						
Logo on the sponsor page of the Educators Rising National Conference website						
Identification as sponsor during all general session multimedia presentations						
Organization name and logo featured in vendor spotlight newsletter sent before and after the event						 (name only)
Ad in the conference program book (on the inside front or back cover)	Full Page, Color	Full Page, Black and White	Full Page, Black and White	Half page, black and white	Half page, black and white	
Dedicated emails to the Educators Rising network between now and August 31, 2022	2	1	1			
Custom social media advertisements between now and August 31, 2022	4	2	2			



## ADVERTISING OPPORTUNITIES & CONFERENCE AD-ON

### Digital Program Book Ads

AD SIZE	AD-ONLY RATE	DISCOUNTED AD RATE WITH EXHIBIT TABLE	AD SPECIFICATIONS
Full Page	\$799	\$749	<ul style="list-style-type: none"><li>▶ 7" W x 9 3/8" H</li><li>▶ Black and White</li></ul>
Half Page	\$429	\$379	<ul style="list-style-type: none"><li>▶ 7" W x 4 1/2" H</li><li>▶ Black and White</li></ul>

### Kappan Magazine Ads

AD SIZE	COLOR	BLACK AND WHITE	AD SPECIFICATIONS
Full Page	\$3,195	\$2,310	7 1/4" W x 9 7/8" H
Half Page	\$2,165	\$1,500	7 1/4" W x 4 3/4" H
Quarter Page	\$1,260	\$815	Vertical: 3 1/2" x 6" Horizontal: 4 3/4" x 3 1/2"

Interested in learning more? Contact Anna Donley, Programs and Relationships Coordinator, at [adonley@pdkintl.org](mailto:adonley@pdkintl.org) or 571-335-0682!

# June 24–27, 2022 | Washington Hilton | Washington, DC

## Tentative conference schedule

### June 24<sup>th</sup>

- 1:00 PM - 7:00 PM Competitions
- 7:00 PM Opening Ceremony with Keynote

### June 25<sup>th</sup>

- 8:00 AM - 12:00 PM Competitions
- 9:00 AM - 10:45 AM Breakout sessions
- 9:00 AM - 5:00 PM College & Innovation Fair
- 11:00 - 11:45 PM Dedicated time to visit exhibit hall
- 12:00 PM Lunch with Keynote
- 2:00 - 3:45 PM Breakout sessions
- 2:00 - 7:00 PM Competitions
- 8:00 - 11:00 PM Student Social Event

### June 26<sup>th</sup>

- 8:00 AM - 12:00 PM Competitions
- 9:00 AM - 11:45 AM Breakout Sessions
- 1:00 PM City Exploration Time

### June 27<sup>th</sup>

- 9:00 - 11:45 AM Breakout sessions
- 12:00 - 1:00 PM Adult Networking Lunch
- 12:00 - 1:00 PM Student Networking Luncheon
- 1:30 - 3:30 PM Closing General Session & Awards Celebration

## DEADLINES

- **December 15, 2021**
  - Reservations due for exhibit tables at early rates
- **February 14, 2022**
  - Reservations due for breakout session sponsorships
- **May 2, 2022**
  - Reservations due for all other sponsorships, exhibit tables, or advertisements
  - Sponsor logo and program book ad due
- **May 9, 2022**
  - Sponsorship/exhibition/advertising payments due (to be included in the program book)

## APPLICATION AND CONTRACT

Sponsor, Exhibit, Advertise

### Sponsor Levels

- Platinum Sponsor ..... \$30,000
- Gold Session ..... \$10,000
- Bronze Session ..... \$8,000
- Breakout Session Sponsor ..... \$5,000
- Competition Sponsor ..... \$3,000

### Additional Sponsorship Opportunities

- Wi-Fi Sponsor ..... \$8,000
- Limited Edition Water Bottle ..... \$5,000
- Photo Booth ..... \$3,500
- Social Media Wall ..... \$3,500
- Sponsored Social Media Post ..... \$500

### Exhibit

#### Colleges and Universities/Non-Profit

- Early Rate (Before 12/15/2021) ..... \$499
- Regular Rate (After 12/15/2021) ..... \$699
- Prime Location ..... \$999

#### For-Profit/Public Sector

- Early Rate (Before 12/15/2021) ..... \$699
- Regular Rate (After 12/15/2021) ..... \$999
- Prime Location ..... \$1,499

### Digital Program Book Advertisements

#### Full-page

- Ad-only Rate ..... \$799
- With Exhibit Table Rate ..... \$749

#### Half-page

- Ad-only Rate ..... \$429
- With Exhibit Table Rate ..... \$379

### 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

**Dec 15:** Early-bird registration deadline

**Feb 14:** Registration for Breakout session sponsorship

**May 2:** Reservations due for all other sponsorships, exhibit tables, or advertisement.

**May 2:** Sponsor logo and program book ad due

**May 9:** Sponsorship/exhibition/advertising payments due (to be included in the program book)

### 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

\_\_\_\_\_  
Amount Due

## Terms and Conditions

By your submission and our acceptance of your agreement form, both parties agree to the following:

- All sponsorships/exhibition/advertising opportunities are first-come, first-served.
- You will pay the total amount and you agree to the Cancellation Policy as written below, each in the manner set forth on this form. **Full payment is due by May 9, 2022.**
- All opportunities are described in this Sponsorship/Exhibition/Advertising Brochure. We reserve the right to change such opportunities and descriptions, and the changes will apply to you even if you have agreed to participate prior to the changes. If we make significant and material changes, we will provide you with the opportunity to change your participation or obtain a refund within 10 days of the announced change.

### **Cancellation Policy (sponsors, exhibitors, and advertisers only)**

Requests for cancellations and refunds must be submitted in writing to [adonley@pdkintl.org](mailto:adonley@pdkintl.org) or by fax to 812-339-0018. Cancellations received on or before April 19, 2022, will receive a 50% refund. No refunds will be granted after April 19, 2022.