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 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 36 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 2,000+ 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.
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: $40,000
Limit: 1
• Opening Keynote Event on June 29, 2023 – 5-minute speaking opportunity
• Booth space in Exhibit Hall (prime location)
• 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
• 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 newsletter sent before and after the event
• Full-page, color ad in the conference program book (on the inside front cover)
• Opportunity to contribute a gift to the raffle
• Opportunity to provide one free conference bag insert such as a flyer or branded giveaway
• Two (2) dedicated emails to the Educators Rising network between now and August 31, 2023. Sponsor is responsible for providing email content subject to the approval of PDK.
• Four (4) custom social media advertisements between now and August 31, 2023. Sponsor is responsible for providing social media content and graphics subject to the approval of PDK.

Gold Sponsor: $25,000
Limit: 1
• General Session Welcome on June 30, 2023 – 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, color ad in the conference program book (on the inside back cover)
• 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 newsletter sent before and after the event
• Opportunity to contribute a gift to the raffle
• Opportunity to provide one free conference bag insert such as a flyer or branded giveaway
• One (1) dedicated emails to the Educators Rising network between now and August 31, 2023. Sponsor is responsible for providing email content subject to the approval of PDK.
• Two (2) custom social media advertisements between now and August 31, 2023. Sponsor is responsible for providing social media content and graphics subject to the approval of PDK.
Silver Sponsor: $15,000
Limit: 3
• Speaking options (only one per sponsor):
  o Option 1: Lip Sync/Karaoke Social Event on July 1, 2023 – 2-minute Speaking Opportunity in front of over 800 middle/high school students and their advisors at our much-loved annual social event
  o Option 2: Adult Luncheon on July 2, 2023 – 2-minute Speaking Opportunity to in front of over 200 Teacher Leaders and other Educational Professionals
  o Option 3: Student Luncheon on July 2, 2023 – 2-minute Speaking Opportunity to in front of over 800 middle/high school students seeking to become future educators
• Booth space in the Exhibit Hall (prime location)
• Complimentary conference registration for up to two (2) 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 a sponsor during all general session multimedia presentations
• Organization name and logo featured in newsletter sent before and after the event
• Opportunity to contribute a gift to the raffle
• Opportunity to provide one conference bag insert such as a flyer or branded giveaway

Bronze Sponsor: $10,000
Limit: 4
• Identification as sponsor at one of the following events:
  o Judges box lunch – June 29
  o Grab and Go Breakfast – June 30, July 1, or July 2 (1 sponsor per day)
• Booth space in the area of the sponsored event and in the Exhibit Hall
• Complimentary conference registration for up to two (2) representatives
• Logo on the sponsor page of the Educators Rising National Conference website
• Organization name and logo featured in newsletter sent before and after the event
• Half-page, black and white ad in the conference program book
• Opportunity to contribute a gift to the raffle
• Opportunity to provide one conference bag insert such as a flyer or branded giveaway

Breakout Session Sponsor: $5000
Limit: 5; Deadline: February 14th: Registration for Breakout session sponsorship
• Opportunity to collaborate with the 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 in program book listing for session
• 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

Note: Contests are not eligible for sponsorship

- Provides a $500 scholarship to the first-place varsity-level competition winner. If dual competition, the scholarship will be divided among the two participants. If collegiate only competition, then scholarship would be awarded to first-place winner. If team competition, scholarship will be awarded to the school.
- 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
- Half-page, black and white ad in the conference program book
- Logo recognition on signage outside the sponsored competition room
- Identification as sponsor during awards celebration session multimedia presentation
- Logo on the sponsor page of the Educators Rising National Conference website
- Opportunity to contribute a gift to the raffle

**Additional Sponsorship Opportunities:**

*The following opportunities include an ad in our program book, a bag drop opportunity, and creates exclusive logo recognition!*

- **T-shirt Sponsor:**
  - Limit: 1, $20,000
  - Half-page, black and white ad in the conference program book
  - Logo will be featured on the conference shirt designed by Educators Rising
  - Logo on the sponsor page of the Educators Rising National Conference website

- **Limited Edition Water Bottle Distributed to all 2000+ 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
  o Limit 5, $500
  o Educators Rising has nearly 3,200 Instagram followers who are all interested in education. This package includes five sponsored Instagram posts to reach passionate students and teacher leaders. Sponsor is responsible for providing social media content and graphics subject to the approval of PDK.

• Conference Bag Insert Sponsor:
  o $500
  o Opportunity to provide one conference bag insert such as a flyer or branded giveaway
  o If you simply believe in the cause and would like to support inspiring passionate preservice educators, we will recognize you as a general sponsor and supporter of Educators Rising at the conference.
  o We always welcome any size sponsorship. To donate other amounts, visit our website and select to donate to Educators Rising.
  o We also welcome in-kind donations including but not limited to swag, pens, highlighters, keychains, stress balls, or items for raffle or door prizes.

EXHIBITION OPPORTUNITIES

Join us at the Educators Rising College and Innovation Exhibit Fair, a high-energy expo where nearly 2,000 fired-up future educators are looking for knowledge about teacher education programs at higher education institutions and 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 are committed to education careers.

College and University/Non-profit Rates*
• $499 Early rate (on or before December 23, 2022)
• $699 Regular rate (after December 23, 2022)
• $999 Prime location

For-profit/Public Sector Rates*
• $699 Early rate (on or before December 23, 2022)
• $999 Regular rate (after December 23, 2022)
• $1,499 Prime location

Benefits:
• One 6’ table with linen and two chairs
• Organization name listed on the sponsor page of the Educators Rising National Conference website
• Organization name listed as an exhibitor in the conference program book

Preliminary Schedule:
• June 29th 11 a.m. – 1 p.m. Setup
• June 29th-June 27th 1 p.m. – 5 p.m. Exhibit Hall open
• June 30th 7 a.m. – 9 a.m. Setup
• June 30th-June 27th 9 a.m. – 5 p.m. Exhibit Hall open

* Returning exhibitors can receive $50 off all stated exhibition rates
## ADVERTISING OPPORTUNITIES & CONFERENCE ADD-ON

### Digital Program Book Ads

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>AD-ONLY RATE</th>
<th>DISCOUNTED AD RATE WITH EXHIBIT TABLE</th>
<th>AD SPECIFICATIONS</th>
</tr>
</thead>
</table>
| Full Page  | $799         | $749                                 | ▶ 7” W x 9 3/8” H
|            |              |                                      | ▶ Black and White                |
| Half Page  | $429         | $379                                 | ▶ 7” W x 4 1/2” H
|            |              |                                      | ▶ Black and White                |

### Conference Daily E-newsletter Ads *(See a sample)*

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>AD-ONLY RATE</th>
<th>DISCOUNTED AD RATE WITH EXHIBIT TABLE</th>
<th>AD SPECIFICATIONS</th>
</tr>
</thead>
</table>
| Banner Ad | $999         | $949                                 | ▶ 600 x 100 px
|           |              |                                      | ▶ Color             |

### Conference App Ads

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>AD-ONLY RATE</th>
<th>DISCOUNTED AD RATE WITH EXHIBIT TABLE</th>
<th>AD SPECIFICATIONS</th>
</tr>
</thead>
</table>
| Banner Ad  | $999         | $949                                 | ▶ 960 x 150 px
|            |              |                                      | ▶ link to a website                                                             |
|            |              |                                      | ▶ displays at the bottom of the app screens                                    |
|            |              |                                      | ▶ Color                                                                         |

### Kappan Magazine Ads

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COLOR</th>
<th>BLACK AND WHITE</th>
<th>AD SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,195</td>
<td>$2,310</td>
<td>7 1/4” W x 9 7/8” H</td>
</tr>
<tr>
<td>Half Page</td>
<td>$2,165</td>
<td>$1,500</td>
<td>7 1/4” W x 4 3/4” H</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,260</td>
<td>$815</td>
<td>Vertical: 3 1/2” x 6”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Horizontal: 4 3/4” x 3 1/2”</td>
</tr>
</tbody>
</table>
### Comparison Chart

<table>
<thead>
<tr>
<th>Speaking Opportunity at the Conference</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Breakout Session Sponsor</th>
<th>Competition Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-minute speaking opportunity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Host a 45-minute breakout session</td>
<td>Award Presentation before for your choice of competition</td>
<td></td>
</tr>
<tr>
<td>Booth Space in Exhibit Hall</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Silver" /></td>
<td><img src="#" alt="Bronze" /></td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Prime Location of Booth Space</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Silver" /></td>
<td><img src="#" alt="Bronze" /></td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Complimentary Conference Registrations</td>
<td><img src="#" alt="Platinum" /> 6</td>
<td><img src="#" alt="Gold" /> 4</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /> 2</td>
</tr>
<tr>
<td>Sponsor logo will always appear at the top of the list of sponsors and exhibitors</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /> 3</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Organization name and logo in event marketing materials</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /> 3</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Logo on the sponsor page of the Educators Rising National Conference website</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /> 3</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Identification as sponsor during all general session multimedia presentations</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /> 3</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Organization name and logo featured in newsletter sent before and after the event</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /> 3</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
<tr>
<td>Ad in the conference program book</td>
<td>Full Page, Color (inside front cover)</td>
<td>Full Page, Color (inside back cover)</td>
<td>Full Page, Black and White</td>
<td>Half Page, Black and White</td>
<td>Half page, black and white</td>
<td>Half page, black and white</td>
<td><img src="#" alt="Platinum" /> (name only)</td>
</tr>
<tr>
<td>Dedicated emails to the Educators Rising network</td>
<td><img src="#" alt="Platinum" /> 2</td>
<td><img src="#" alt="Gold" /> 1</td>
<td><img src="#" alt="Silver" /> 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom social media advertisements</td>
<td><img src="#" alt="Platinum" /> 4</td>
<td><img src="#" alt="Gold" /> 2</td>
<td><img src="#" alt="Silver" /> 2</td>
<td><img src="#" alt="Bronze" /> 2</td>
<td><img src="#" alt="Platinum" /></td>
<td><img src="#" alt="Gold" /></td>
<td><img src="#" alt="Bronze" /></td>
</tr>
</tbody>
</table>

**Interested in learning more?** Contact Catasia Williams, Programs and Relationships Coordinator, at [cwilliams@pdkintl.org](mailto:cwilliams@pdkintl.org) or 703-988-4047!
June 29–July 2, 2023 | Renaissance Orlando at SeaWorld | Orlando, FL

Tentative conference schedule

June 29th
- 1:00 PM - 7:00 PM Competitions
- 7:00 PM Opening Ceremony with Keynote
- 1:00 PM - 5:00 PM College & Innovation Fair

June 30th
- 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 the exhibit hall
- 12:00 PM Membership Recognition Lunch with Keynote
- 2:00 - 3:45 PM Breakout sessions
- 2:00 - 7:00 PM Competitions
- 8:00 - 11:00 PM Student Social Event

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

July 2nd
- 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 23, 2022**
  - Reservations due for exhibit tables at early rates
- **February 13, 2023**
  - Reservations due for breakout session sponsorships
- **May 1, 2023**
  - Reservations due for all other sponsorships, exhibit tables, or advertisements
  - Sponsor logo and program book ad due
- **May 8, 2023**
  - Sponsorship/exhibition/advertising payments due (to be included in the program book)
APPLICATION AND CONTRACT
Sponsor, Exhibit, and Advertise

Sponsor Levels
☐ Platinum Sponsor ............................................................ $40,000
☐ Gold Session ................................................................. $25,000
☐ Silver Session ............................................................... $15,000
☐ Bronze Session ............................................................. $10,000
☐ Breakout Session Sponsor ............................................ $5,000
☐ Competition Sponsor .................................................. $3,000

Additional Sponsorship Opportunities
☐ T-shirt Sponsor ............................................................. $20,000
☐ Limited Edition Water Bottle ...................................... $5,000
☐ Photo Booth ................................................................. $3,500
☐ Social Media Wall ........................................................ $3,500
☐ Sponsored Social Media Post ..................................... $500
☐ Conference Bag Insert ................................................ $500

Exhibit
Colleges and Universities/Non-Profit
☐ Early Rate (Before 12/23/2022) ....................................... $499*
☐ Regular Rate (After 12/23/2022) .................................... $699*
☐ Prime Location ............................................................ $999*

For-Profit/Public Sector
☐ Early Rate (Before 12/23/2022) ....................................... $699*
☐ Regular Rate (After 12/23/2022) .................................... $999*
☐ Prime Location ............................................................ $1,499*
* Returning exhibitors can receive $50 off all stated exhibition rates

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

Conference Daily E-newsletter Advertisements
☐ Ad-only Rate .............................................................. $999
☐ With Exhibit Table Rate .............................................. $949

Conference App Advertisements
☐ Ad-only Rate .............................................................. $999
☐ With Exhibit Table Rate .............................................. $949

Kappan Advertisements
Color
☐ Full-page Ad Rate ....................................................... $3,195
☐ Half-page Ad Rate ....................................................... $2,165
☐ Quarter-page Ad Rate .................................................. $1,260

Black and White
☐ Full-page Ad Rate ....................................................... $2,310
☐ Half-page Ad Rate ....................................................... $1,500
☐ Quarter-page Ad Rate .................................................. $815

Deadlines
Dec 23: Early-bird registration deadline
Feb 13: Registration for Breakout session sponsorship
May 1: Reservations due for all other sponsorships, exhibit tables, or advertisements.
May 1: Sponsor logo and program book ad due
May 8: 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 8, 2023.**
- 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 Catasia Williams or by fax to 812-339-0018. Cancellations received on or before April 24, 2023, will receive a 50% refund. No refunds will be granted after April 24, 2023.