



EDUCATORS RISING

discovering your potential

PARTNERSHIP OPPORTUNITIES TO REACH
ASPIRING EDUCATORS AND THEIR TEACHER LEADERS



SPONSORING, EXHIBITING, ADVERTISING & MORE!

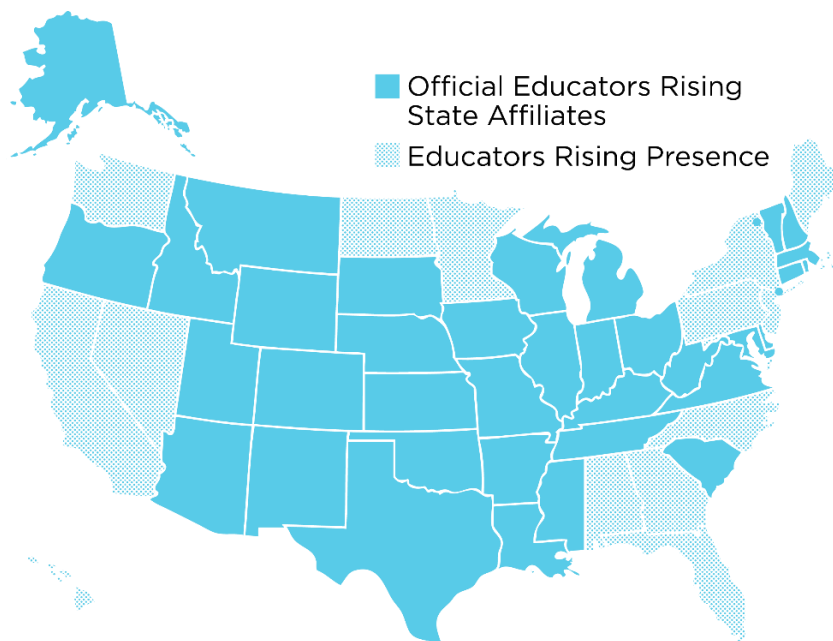
Interested in learning more? Contact
Shannon Mueller, Sponsorship &
Fundraising Coordinator, at
smueller@pdkintl.org or 571-814-5445!

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, 53% of whom identify as students of color at the last conference, 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 over 1,000 chapters with 37 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." – Educators Rising National Conference exhibitor

92% of 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: \$50,000

Limit: 1 (SOLD)

- Opening Keynote Event on June 28, 2024 – 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, 2024. *Sponsor is responsible for providing email content subject to the approval of PDK.*
- Four (4) custom social media advertisements between now and August 31, 2024. *Sponsor is responsible for providing social media content and graphics subject to the approval of PDK.*

Gold Sponsor: \$35,000

Limit: 2

- General Session Welcome on June 29, 2024 – 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, 2024. *Sponsor is responsible for providing email content subject to the approval of PDK.*
- Two (2) custom social media advertisements between now and August 31, 2024. *Sponsor is responsible for providing social media content and graphics subject to the approval of PDK.*

Silver Sponsor: \$25,000

Limit: 2

- Speaking options (only one per sponsor):
 - Option 1: Lip Sync/Karaoke Social Event on June 29, 2024 – 2-minute Speaking Opportunity in front of over 800 middle/high school students and their advisors at our much-loved annual social event
 - Option 2: Award ceremony on July 1st, 2024 – 2-minute Speaking Opportunity in front of over 2,700 middle/high school students and their advisors
- 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 a 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: \$15,000

Limit: 5

- Identification as sponsor at one of the following events:
 - Judges box lunch – June 28, 2024
- 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: \$10,000

Limit: 5; **Deadline: February 23th**: 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 Sponsor: \$5000

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

Exhibition Sponsor: \$699

Limit: Limited space available; **Deadline: May 1, 2024**

- **Limit \$699 regular/Limit \$999 prime location**
- **(*Early bird before: January 12, 2024 is \$100 off)**
- Engage with over 2,000 fired-up students and teacher leaders from across the country
- Attract and connect with exceptional students who are committed to education careers
- Organization name listed on sponsor page of the Educators Rising National Conference web site
- Organization name listed as exhibitor in the conference program book
- 6' table & two chairs provided

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, \$25,000
 - 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 3000+ 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, \$4,000
 - 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, \$4,000
 - 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 4,300 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:
 - \$500
 - Opportunity to provide one conference bag insert such as a flyer or branded giveaway
- 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. We always welcome any size sponsorship. To donate other amounts, [visit our website](#) and select to donate to Educators Rising.
- We also welcome in-kind donations including but not limited to swag, pens, highlighters, keychains, stress balls, or items for raffle or door prizes.

ADVERTISING OPPORTUNITIES & CONFERENCE ADD-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">▶ 7" W x 9 3/8" H▶ Black and White
Half Page	\$429	\$379	<ul style="list-style-type: none">▶ 7" W x 4 1/2" H▶ Black and White

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

AD SIZE	AD-ONLY RATE	DISCOUNTED AD RATE WITH EXHIBIT TABLE	AD SPECIFICATIONS
Banner Ad	\$999	\$949	<ul style="list-style-type: none">▶ 600 x 100 px▶ Color





























Conference App Ads

AD SIZE	AD-ONLY RATE	DISCOUNTED AD RATE WITH EXHIBIT TABLE	AD SPECIFICATIONS
Banner Ad	\$999	\$949	<ul style="list-style-type: none">▶ 960 x 150 px▶ link to a website▶ displays at the bottom of the app screens▶ Color

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"

Comparison Chart

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Breakout Session Sponsor	Competition Sponsor	Exhibitor
Speaking Opportunity at the Conference	5-minute speaking opportunity	3-minute speaking opportunity	2-minute speaking opportunity		Host a 45-minute breakout session	Award Presentation before for your choice of competition	
Booth Space in Exhibit Hall							
Prime Location of Booth Space							
Complimentary Conference Registrations	6	4	2	2	2	2 and the 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				Logo recognition on signage in area of the sponsored event	Recognition in program book listing for breakout session	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							Listed (name only)
Identification as sponsor during all general session multimedia presentations							
Organization name and logo featured in newsletter sent before and after the event							
Ad in the conference program book	Full Page, Color (inside front cover)	Full Page, Color (inside back cover)	Full Page, Black and White	Half Page, Black and White	Half page, black and white	Half page, black and white	Listed (name only)
Dedicated emails to the Educators Rising network	2	1					
Custom social media advertisements	4	2					

June 28 - July 1, 2024 | Marriott Marquis | Washington, D.C.

Tentative conference schedule

June 28th

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

June 29th

- 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

June 30th

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

July 1st

- 8:00 - 11:00 AM Breakout sessions
- 11:00 - 1:00 PM Closing General Session & Awards Celebration

Preliminary Exhibitor Schedule

- June 28th 11:00 AM – 1:00 PM Setup
- June 28th 1:00 PM – 5:00 PM Exhibit Hall open
- June 29th 7:00 AM – 9:00 AM Setup
- June 29th 9:00 AM – 5:00 PM Exhibit Hall open

DEADLINES

- **January 12, 2024**
 - Reservations due for exhibit tables at early rates
- **February 23, 2024**
 - Reservations due for breakout session sponsorships
- **May 1, 2024**
 - Reservations due for all other sponsorships, exhibit tables, or advertisements
 - Sponsor logo and program book ad due
- **May 8, 2024**
 - Sponsorship/exhibition/advertising payments due (to be included in the program book)

APPLICATION AND CONTRACT

Sponsor, Exhibit, and Advertise

Sponsor Levels

- ☐ Platinum Sponsor \$50,000
- ☐ Gold Session \$35,000
- ☐ Silver Session \$25,000
- ☐ Bronze Session \$15,000
- ☐ Breakout Session Sponsor \$10,000
- ☐ Competition Sponsor.....\$5,000
- ☐ Prime Location Exhibition Sponsor \$999
- ☐ Regular Exhibition Sponsor \$699

* Early Bird exhibitors receive \$100 off all stated exhibition rates

Additional Sponsorship Opportunities

- ☐ T-shirt Sponsor..... \$25,000
- ☐ Limited Edition Water Bottle\$5,000
- ☐ Photo Booth\$4,000
- ☐ Social Media Wall\$4,000
- ☐ Sponsored Social Media Post.....\$500
- ☐ Conference Bag Insert.....\$500

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

Jan 12: Early-bird registration deadline

Feb 23: 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, 2024.**
- 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 [Shannon Mueller](#) or by fax to 812-339-0018. Cancellations received on or before May 1, 2024, will receive a 50% refund. No refunds will be granted after May 1, 2024.

Interested in learning more? Contact Shannon Mueller, Sponsorship & Fundraising Coordinator, at smueller@pdkintl.org or 571-814-5445!