



## 2021 Powerful Leaders Conference Sponsorship Prospectus

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**The 3rd Annual Powerful Learners Conference will take place virtually on February 6, 2021 and will attract participants from across the country.** The conference brings together educators, youth workers, tutors, resource specialists, and administrators to learn concrete strategies designed to increase students' belief in themselves as learners and their power in the classroom and beyond.

Gateway Impact is an initiative of Gateway Public Schools that is committed to improving education outcomes of young people through sharing best practices and by bringing educators together to collaborate and learn from each other. The Powerful Learners Conference is a key component of Gateway Impact.

### **Why Sponsor This Conference?**

Be part of creating this virtual conference and community for educators when they most need professional development and supportive resources. Your investment in the Powerful Learners Conference allows Gateway to continue to offer the conference at a sliding scale rate, ensuring teachers from schools in low income communities and those with no professional development budget are able to participate.

Reach a national audience of educators interested in sharing and learning best practices to support underserved students on the path to, through, and after college.

### **Conference Attendees**

A diverse audience of teachers, youth workers, tutors, learning and resource specialists, school counselors, education consultants, and school administrators and organization leadership within the San Francisco Bay Area and beyond.

### **Testimonials**

*"I LOVED that there was a shared, common theme to the day/sessions. All sessions/activities seemed to build on one another... Often ed. conferences are disconnected and leave me feeling overwhelmed and unmotivated. Not at all the case with this conference. Very well planned/organized!"*

*"Reinforced my beliefs of why I do what I do."*



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### Sponsorship Opportunities



Sponsorship Levels	Energize: \$2,500	Connect: \$1,500	Refresh: \$1,000
Hosted conference workshop	X		
Advertisement in Sched (virtual platform)	X		
Advertisement in program book	Full page	Half page	Quarter page
Video advertisement (your company provides) played to all guests	X	X	
Recognition during General Session	X	X	
Company promo materials in attendee Goodie Box	X	X	
Recognition in all virtual and print promotional materials	X	X	X
Recognition on all social media channels and conference website	X	X	X
Inclusion in conference app	X	X	X
Complimentary registrations	4	3	2

*All sponsorship opportunities are negotiable between Gateway and the sponsor. Please enquire about additional marketing and advertising opportunities for your company.*



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### Additional Exclusive Sponsor Opportunities

#### **Fee Waiver Scholarships: \$250** (10 available, one sponsor for \$2,500)

Gateway Impact will provide registration fee waivers for those who would otherwise not be able to attend the conference due to limited professional development funds (A \$250 sponsorship allows five educators to attend at no cost)

Benefits include:

- Opportunity to select recipients and/or identify criteria for the selection of recipients
  - *Ex. Your school/program serves 100% students from low-income households/marginalized communities*
- Sponsor acknowledgement on all promotional material

#### **Conference Goodie Box Sponsor: \$500** (1 available)

All attendees will receive a pre-conference Goodie Box with treats to enjoy during the event

Benefits include:

- Opportunity to include one handout about your organization inside the box
- Logo on item in the box and/or outside packaging
- Sponsor acknowledgment on all promotional materials

#### **Keynote Sponsors: \$750** (2 available)

The Powerful Learners Conference features cutting edge keynote speakers who provide valuable research, information, and insight into the field of education access

Benefits include:

- Opportunity to introduce keynote speaker
- One sponsor per keynote speaker
  - *Ex. Channa M. Cook-Harvey sponsored by New Schools Venture Fund*
- Sponsor acknowledgment on all promotional material

#### **Advertising in Conference Program**

In addition to the above opportunities, you can also purchase space in our conference program and social media outlets. You will be recognized in all conference materials.

Full page: \$150 | Half page: \$100 | Quarter page: \$50

### Contact Information

To discuss sponsorship opportunities, please contact Chanda Lockhart, Gateway Impact Team Co-Lead, at [clockhart@gatewaypublicschools.org](mailto:clockhart@gatewaypublicschools.org).