

# SPONSORSHIP OPPORTUNITIES

## NATIONAL PARTNERSHIP FOR EDUCATIONAL ACCESS

### 12th Annual Conference -- April 15-17, 2020

### Boston, Massachusetts

Since 2007, the National Partnership for Educational Access (NPEA) has fulfilled a need for organizations and schools across the country to share best practices and learn from one other in order to strengthen the field of college access and close the achievement gap that prevents so many children from attaining the benefits of a college degree. In doing so, NPEA has helped more than 360 organizations and schools in 37 states to increase and improve the educational access opportunities they offer their students. Collectively, NPEA member programs serve more than 500,000 underrepresented students across the country.

An integral piece to NPEA's work is the annual conference. **The 12th annual conference will take place in Boston, MA on April 15-17, 2020 and will attract 450+ participants from across the country.** The conference provides the opportunity for members and non-members to interact face-to-face, share information, network, hear from experts, and learn from each other. While the conference theme changes each year, the focus is always on how we can work together to better support underserved students on the path to and through college.

**Please consider supporting NPEA through a conference sponsorship:**

Sponsorship Levels	Diamond \$20,000+	Platinum \$15,000+	Gold \$10,000+	Silver \$5,000+	Education Champion \$1,000+
Company name and logo on general session screens, signs, program, and event materials (deadlines apply)	✓	✓	✓	✓	✓
Sponsor ribbon for all attendees	✓	✓	✓	✓	✓
Name listed on NPEA website, in quarterly e-newsletter, promoted through social media	✓	✓	✓	✓	✓
Recognition on conference signage (deadlines apply)	✓	✓	✓	✓	✓
Exhibit table	✓	✓	✓	✓	
Advance copy of registration list in PDF format (upon request, guidelines for use apply)	✓	✓	✓		
Opportunity to provide materials and literature packet in tote bags	✓	✓			
Complimentary conference registrations included	3	2	1		
Advertising in conference program book (deadlines apply)	Full page	½ page	½ page	¼ page	
Recognition from NPEA leader from general session podium	✓	✓	✓		
Company name on sponsor page of NPEA website	✓	✓	✓		
Invitation to provide brief remarks during the conference	✓	✓			

For more information, please contact Karin Elliott, Executive Director of NPEA,  
at [kelliott@tsf.org](mailto:kelliott@tsf.org) or (617) 423-6300 x.284.

## Why Sponsor This Conference?

- Reach a national audience of 450+ educational access leaders, practitioners, researchers, educators, school and higher education professionals, community organization representatives, and individuals interested in sharing and learning best practices to support underserved students on the path to, through, and after college.
- Support partners across different settings in understanding effective ways to work together to impact underrepresented student achievement and contribute to the growth, learning, and professional development of individuals working in education settings across the country.

## Conference Attendees Include:

- A diverse audience! When asked to identify their current position or affiliation, conference registrants listed admission, college and/or school counselor, teacher, school, researcher, program coordinator, program representative, nonprofit, media, independent, funder, financial representative, executive, diversity, development, consultant, and college representative.

## Additional Signature Sponsorship Opportunities:

The opportunities listed below include the benefits specified as well as any additional benefits listed on page one per sponsorship level.

### **Premier Education Leaders: \$10,000-\$15,000** (~~3 available~~) *There is one opportunity left*

NPEA conference attendees enjoy high-quality breakout sessions and note that attending workshops is one of the most rewarding aspects of the conference. As a Premier Education Leader, you are guaranteed a prime workshop\* slot during the conference. Please request a copy of our separate Premier Education Leaders Sponsorship Package overview for additional details.

#### A snapshot of benefits include the below, based on level of sponsorship:

- Exclusive marketing emails to the full conference outreach e-list regarding your services/offerings
- Special marketing of your workshop to your targeted audience for maximum exposure
- Access to conference attendee participant list and your session attendees prior to the event
- Complimentary exhibit table for the duration of the conference
- Opportunity to include up to two handouts in tote bags distributed to all attendees
- Complimentary conference registrations for up to three workshop presenters
- Opportunity to present a webinar as part of our featured monthly webinar series
- Program ad in conference program

*\*Topic must adhere to NPEA workshop guidelines; we will work with you to develop a targeted marketing plan to reach attendees and meet your presentation goals.*

### **Welcome Reception: \$10,000** (inviting several sponsors to participate to split cost)

The opening welcome reception will take place Wednesday, April 15 in the evening. This well-attended event will take place in the conference hotel.

#### Benefits include:

- Opportunity to display information about your organization during the reception and throughout the conference on an exhibit table
- Logo featured in conference program, materials, website, and signage
- Sponsorship shared on social media

**Networking Reception: \$10,000** (inviting several sponsors to participate to split cost)

This popular networking reception will take place in the evening on Thursday, April 4 in the conference hotel.

Benefits include:

- Opportunity to display information about your organization during the reception and throughout the conference on an exhibit table
- Logo featured in conference program, materials, website, and signage
- Sponsorship shared on social media

**Fee Waiver Scholarships: *Minimum amount of \$5,000*** (multiple available)

NPEA provides registration fee waivers for those who would otherwise not be able to attend the conference due to limited professional development funds. Please contact us for more information.

Benefits include:

- Opportunity to host a breakfast event for all fee waiver recipients on Thurs, April 16 or Fri, April 17
- Opportunity to select recipients and/or identify criteria for the selection of recipients
- Your organization's logo on fee waiver recipient nametags

**Keynote Sponsors: \$3,000** (~~3 available~~) *This opportunity is no longer available*

The NPEA conference features cutting edge keynote speakers who provide valuable research, information, and insight into the field of education access. We poll members and conference attendees for suggestions and conduct research to find relevant, dynamic individuals to provide valuable professional development.

Benefits include:

- Opportunity to introduce keynote speaker
- Logo featured on general session screens prior to the keynote address
- Logo featured in conference program next to keynote address, and acknowledgment as a keynote sponsor in our materials, and on our website and signage
- Sponsor acknowledgment on nametags for all attendees
- Name listed on NPEA website and in NPEA e-newsletter

**Conference Tote Bags: \$1,500** (~~1 available remaining~~) *This opportunity is no longer available*

Along with the conference packet and nametag, all conference attendees receive a tote bag at registration to transport materials throughout the conference. The conference tote bag is a great way to market to the conference attendees. A total of three sponsor logos plus the NPEA logo will be featured on the bag.

Benefits include:

- Opportunity to include one handout about your organization inside tote bags
- Logo featured on general session screens prior to the keynote address
- Sponsor acknowledgment on nametags for all attendees
- Name listed on NPEA website and in NPEA e-newsletter

**Education Champions: \$1,000-\$2,500** (multiple available)

Each year the conference attracts Education Champion sponsors including schools (secondary or post-secondary) and education nonprofits committed to supporting underserved students on the path to college.

Benefits include:

- Company name and logo on presentation screens, signs, and program and materials (deadlines apply)
- Sponsor acknowledgment on nametags for all attendees
- Name listed on NPEA website and in NPEA e-newsletter

### **Advertising in NPEA Conference Program** (multiple ad spaces available, unless otherwise noted)

In addition to the above opportunities, you can also purchase space in our conference program. You will be recognized in conference materials as a conference supporter.

- Full page: \$700
- Half page: \$450
- Quarter page: \$350
- Inside front cover: \$1,200
- Outside back cover: \$1,500
- Inside back cover: \$1,200

### NPEA Program Ad “Add-Ons” (multiple available)

All fees noted below are in addition to the cost of the program ad and program ad must be purchased to be eligible for these opportunities.

- For an additional \$50, your ad can be featured in our conference PowerPoint, which runs throughout the conference in the general ballroom during meals and directly preceding each keynote address.
- For an additional \$150, NPEA will include your ad in our spring e-newsletter (prior to the conference), reaching more than 3,500 educators, as well as in our conference PowerPoint.

### NPEA Marketing Emails: \$350 (multiple available)

- NPEA will send a dedicated marketing email on your behalf (word limits and guidelines apply) to our membership and conference e-lists, as well as in our conference PowerPoint at a time that it is mutually convenient.

### **Conference Exhibit Table: See pricing below** (multiple available)

Exhibit tables are on display throughout the conference. Exhibitors are invited to staff tables or simply provide materials for display. We will provide recommendations for the most advantageous times during the conference agenda to be available at your table. Outside of those times, exhibitors may attend conference general sessions, workshops, and receptions as registered attendees.

The fees outlined below cover the cost of an exhibit table but do not include the registration fee:

- Nonprofit members: \$150
- Nonprofit non-members: \$300
- Businesses/Corporations: \$600

**Interested in exhibiting, but not attending other conference events?** Please contact Karin Elliott Executive Director of NPEA, at [kelliott@tsf.org](mailto:kelliott@tsf.org) to discuss options and pricing.

### Thoughts from Former Conference Attendees:

*“Keep developing and presenting great conferences. I want to keep coming because I know that whatever you put together will be great -- I'll learn a lot, I'll leave with actionables, my "bucket" will be filled, and I will be rejuvenated as I continue my work.”*

*“This conference was, hands down, one of the best conferences I have ever attended!”*

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