

EdSource



Symposium

Sponsorship
Opportunities
2017

Reach California's education
thought leaders, policymakers,
advocates and administrators at
the only annual event of its kind

RECOGNIZED LEADER IN EDUCATION NEWS AND ANALYSIS

WHO
We
ARE

Every day, readers look to EdSource for independent, unbiased news covering the full spectrum of education issues from pre-K to college. We engage everyone who has a stake in our schools and our students in the key education challenges—and solutions—of our day. Parents, practitioners and policymakers trust EdSource to synthesize complex education issues and provide them with accurate, actionable information.



EdSource

is the leading independent, nonprofit source for education news and data. Our editorial team, which comprises the largest education newsroom in the state, is staffed with journalists who are experts on school policy, finance, student health, school climate, early education, college readiness and higher education.

It is a “must read” for policymakers, advocates and educators at every level who are engaged in meeting the unique challenges of educating the nearly 6.3 million students enrolled in California’s pre-Kindergarten through 12th grade public school system.



The EdSource Symposium has been a fixture on the education policy landscape ever since its founding in 1977.

This year is EdSource's 40th anniversary, and 40th year of hosting the Symposium — which convenes experts and leaders from across California and the US. It is the largest annual education event held in the state.



IMPROVING PUBLIC EDUCATION

WE BRING THE BIG EDUCATION DEBATES INTO FOCUS

As a 2017 EdSource Symposium sponsor, your brand will be prominent on site at registration, during General Sessions, and in print and online promotions in the month leading up to the event. Certain benefits are subject to deadlines, approvals, and availability.

Overview

- A projected **600** attendees
- More than **10** sessions
- Major keynote address
- Five focus sessions
- Exhibit gallery opportunities
- Evening networking opportunities and events
- In-depth, pre-conference news-reports, webinar and survey

EdSource Symposium 2017



Thursday, October 5, 2017



Marriott Convention Center,
Downtown Oakland

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Influence-Reach-Impact



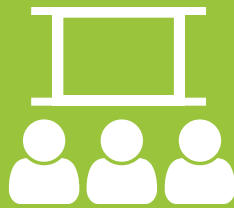
150,000

faithful monthly readers of EdSource Today



600

education influencers day of the event



An **Edsource Symposium Sponsorship** offers your company access and exposure to:



A network of more than **50** leading districts serving more than 1 million students



Influtiential delegates representing **16** key county offices of education

Sponsorship Opportunities

SPONSORSHIP BENEFITS

	Premier \$20,000	Feature \$10,000	Collaborator \$5,000	Contributor \$2,500
Company name, logo and link displayed daily on EdSource home page and Symposium web page from time sponsorship is arranged through date of the event.	●	●	●	●
Logo signage on Symposium registration page, displayed on screen during breaks at event and in all session rooms.	●	●	● Only session rooms	● Only session rooms
Signage on all marketing material from time of sponsorship arranged through ____.	the event	the date of the event	the date of the event	the date of the event
Sponsor name listed on screen during live polling, logo displayed during breaks and lunch	●			
Acknowledgment from the podium, and ____minute speaking opportunity during ____ sessions.	2 minutes / one of the general	1 minutes / a breakout	---- / closing	
Advertisement in the symposium program guide and a commentary about your organization.	Full Page	Half-Page	Quarter-Page	Eighth-Page
Recognition on inside cover page of symposium program guide of sponsorship level, including company name and logo.	●	●	●	
Skirted 6' exhibitor/"demo" table opportunity.	● In prime location	●		
Complimentary tickets for ____ individuals from your organization or special guests of your organization.	10	8	6	4
Two invitations to attend and be recognized at post-symposium VIP reception.	●	●		
____ of rotating ____ advertising, displayed on EdSource home page.	4 months / Banner	4 months / Sidebar	3 months / Sidebar	
____ social media mentions — before, during and after the event (20,000+ followers).	5	3	3	3
Social media friendly podcast interview with EdSource Executive Director.	● Louis Freedberg	●		
A social media and traditional media amplification kit (includes news release, Tweets, Facebook posts).	●	●	●	●
Logo inclusion in future EdSource webinar announcement.	●			
Mentions in post event media video and print coverage.	●	●	●	●
Feature video interview to be published on EdSource website. (Content to be developed in cooperation with EdSource.)	●			

Sponsorship Invoice

Thank you for supporting EdSource's mission with your generous contribution!

— Contact Information —

Company Name _____

Contact Name _____

Mailing Address _____

Phone Number _____

Email _____

— Choose your Sponsorship Level —

_____ Premier Level: \$20,000

_____ Feature Level: \$10,000

_____ Collaborator Level: \$5,000

_____ Contributor Level: \$2,500

Please attach a check made payable to EdSource.org

Send Payment To: EdSource
436 14th St. Suite 1005
Oakland, CA 94612

Sponsorship Opportunities

Premier Level:

\$20,000

- Company name, logo and link prominently displayed daily on EdSource home page and Symposium web page from time sponsorship is arranged through date of the event.
- Logo signage on Symposium registration page, displayed on screen during breaks at event, on select tables, in all session rooms.
- Signage on all marketing material from time of sponsorship arranged through the event.
- Sponsor name listed on screen during live polling, logo displayed during breaks and lunch.
- Acknowledgment from the podium, and two-minute speaking opportunity during one of the general sessions.
- Full-page advertisement in the symposium program guide and a commentary about your organization.
- Recognition on inside cover page of symposium program guide of sponsorship level, including company name and logo.
- Skirted 6' exhibitor/"demo" table opportunity in prime location.
- Complimentary tickets for 10 individuals from your organization or special guests of your organization.
- Two invitations to attend and be recognized at post-symposium VIP reception.
- Four months of rotating banner advertising, displayed on EdSource home page.
- Five social media mentions — before, during and after the event (20,000+ followers).
- Social media friendly podcast interview with EdSource Executive Director Louis Freedberg.
- A social media and traditional media amplification kit (includes news release, Tweets, Facebook posts).
- Logo inclusion in future EdSource webinar announcement.
- Mentions in post event media video and print coverage.
- Feature video interview to be published on EdSource website. (Content to be developed in cooperation with EdSource.)

Feature Level:

\$10,000

- Company name, logo and link prominently displayed daily on EdSource home page and Symposium web page from time sponsorship is arranged through date of the event.
- Logo signage on Symposium registration page, displayed on screen during breaks at event, on select tables, in all session rooms.
- Signage on all marketing material from time sponsorship arranged through date of the event.
- Acknowledgment from the podium at lunch, and one minute speaking opportunity during a breakout session.
- Half-page advertisement in the symposium program guide and a commentary about your organization.
- Recognition on inside cover page of symposium program guide of sponsorship level, including company name and logo.
- Skirted 6' exhibitor/"demo" table opportunity.
- Complimentary tickets for 8 individuals from your organization or special guests of your organization.
- Two invitations to attend and be recognized at post-symposium VIP reception.
- Four months of rotating sidebar advertising, displayed on EdSource home page.
- Three social media mentions — before, during and after the event (20,000+ followers).
- Social media friendly podcast interview with EdSource Executive Director.
- A social media and traditional media amplification kit (includes news release, Tweets, Facebook posts).
- Mentions in post event media video and print coverage.

Sponsorship Opportunities

Collaborator Level:

\$5,000

- Company name, logo and link displayed daily on EdSource home page and Symposium web page from time sponsorship is arranged through date of the event.
- Logo signage in all session rooms, on select tables.
- Signage on all marketing material from time sponsorship arranged through date of the event.
- Acknowledgement from the podium during closing.
- Quarter-page advertisement in the symposium program guide and a commentary about your organization.
- Recognition on inside cover page of symposium program guide of sponsorship level, including company name and logo.
- Skirted 6' exhibitor/"demo" table opportunity.
- Complimentary tickets for 6 individuals from your organization or special guests of your organization.
- Three months of rotating sidebar advertising, displayed on EdSource home page.
- Three social media mentions — before, during and after the event (20,000+ followers).
- A social media and traditional media amplification kit (includes news release, Tweets, Facebook posts).
- Mentions in post event media video and print coverage.

Contributor Level:

\$2,500

- Company name, logo and link displayed daily on EdSource home page and Symposium web page from time sponsorship is arranged through date of the event.
- Logo signage in all session rooms, on select tables.
- Signage on all event marketing material from time sponsorship arranged through date of the event.
- Eighth-page advertisement in the symposium program guide and a commentary about your organization.
- Complimentary tickets for 4 individuals from your organization or special guests of your organization.
- Three social media mentions — before, during and after the event (20,000+ followers).
- A social media and traditional media amplification kit (includes news release, Tweets, Facebook posts).
- Mentions in post event media video and print coverage.