SPONSORSHIP OPPORTUNITIES

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About the National Conference

The National Summer Learning Association (NSLA) cordially invites your organization to join us as a Summer Learning Champion for our Summer Changes Everything™ national conference, November 8-10, at the Mayflower Hotel in Washington, D.C.

At NSLA, our mission is to convince, connect, and equip program providers, education leaders, families, and communities to deliver high-quality summer learning opportunities to our nation's children and youth in order to help close the achievement gap and support healthy development. As the foremost authority on summer learning quality practices, policy and research, NSLA's national conference brings together the leading thinkers, funders, advocates, and policymakers committed to ensuring every young person in America can grow, learn, and thrive beyond the classroom.

With up to $30 billion in new federal funding for summer and after school programs over the next three years for education recovery, Summer Changes Everything™ will be among the most important convenings for leaders to exchange lessons learned, best practices, and solutions to help America's learners and education leaders recharge, rebound, and heal from this pandemic.

Our National Conference draws attendees from across the field including:

- CEOs and Executive Directors
- Summer Program Directors or Managers
- School Administrators and Teachers
- Library Program Leaders
- Researchers
- Policymakers
- Funders
- Community-based Organizations

WEBSITE/SOCIAL MEDIA IMPACT

www.summerlearning.org

In 2020, summerlearning.org had 58,153 unique website users, 75 percent new visitors, 25 percent returning visitors, 76,937 sessions (engagements with site content).

30,500
NSLA NETWORK + SOCIAL MEDIA FOLLOWERS

1.73M
(2020-2021) WEBSITE IMPRESSIONS

600+
SUMMER PROGRAM LEADERS AND DECISION MAKERS FROM ACROSS THE COUNTRY

50 STATES REPRESENTED AND CANADA

NSLA is proud to offer exclusive marketing opportunities and an array of additional benefits to partners committed to equity in education with summer learning as an essential strategy to support the whole learner. Don't see a package that meets your needs? Contact us and we'll gladly customize a partnership package that will fulfill your business and organization's needs.

2021 NATIONAL CONFERENCE
SUMMER CHANGES nsla EVERYTHING™
WASHINGTON, DC
NOVEMBER 8-10 2021

If you have questions or need more information about being a Summer Changes Everything™ National Conference Sponsor, please contact Christi Kobus Rokicki, Director of Development at crokicki@summerlearning.org or call 973-343-3898.

Testimonials

"We received overwhelmingly positive feedback that our booth was engaging, interactive, and provided valuable resources that most every one of the attendees could take advantage of in some way."
–Best Buy

"The NSLA conference has always been one of my favorites. Being able to focus on summer is key for us."
–Scholastic

The WRiTE BRAiN team loved the conference. The Table Talk session was "well attended and every feedback was strong from attendees about our content."
–WRiTE BRAiN Books

NSLA BOARD OF DIRECTORS

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Associate Professor, Pediactrics, Johns Hopkins University School of Medicine

Stephan Turnipseed
Executive Vice President and Chief Strategy Officer, Pitsco Education

Sponsorship Opportunities

All sponsors receive their logo on the National Conference website, signage throughout the conference, recognition on social media, and advertising opportunities within the conference mobile app.

Summer Changes Everything™ National Conference Presenting Sponsorship — $50,000

Summer Changes Everything™ is the foremost convening of education professionals celebrating summer learning from across the United States.

- Recognition throughout the conference as the presenting sponsor
- Five complimentary conference registrations for staff to attend the full conference
- Speaking opportunity for a senior level executive during the conference
- Exhibit space
- Full-page ad in the conference program
- Inclusion in all pre-promotions of the conference including national press release, e-newsletters, and an exclusive opportunity for logo inclusion on a Clear Channel Outdoor digital billboard

Education Town Hall & Welcome Reception Sponsorship — $30,000

The State of Education and Summer Learning Town Hall is open to all conference attendees. This celebratory kick-off session brings colleagues together over cocktails, conversations, and culinary delights.

- Opportunity for a senior level executive to introduce the session and offer welcome remarks
- Three complimentary conference registrations
- Exhibit space
- Signage throughout the reception
- Ad in the conference program

Opening Plenary and Summer Learning Awards Showcase — SPONSORED — $25,000

Closing Plenary — $25,000

Inspirational final gathering and panel discussion to inspire and empower leaders as they prepare for the Summer of 2022 and beyond.

- Opportunity for a senior level executive to introduce the session and offer welcome remarks
- Three complimentary conference registrations
- Exhibit space
- Signage throughout the reception
- Ad in the conference program

Networking Breakfasts (Three Available: Monday, Tuesday, Wednesday) — $30,000

Help kick off the day and welcome all attendees over breakfast and networking prior to exciting general and concurrent sessions.

- Two complimentary conference registrations
- Signage throughout breakfast
- Ad in the conference program

Professional Summer Learning Community Sponsorships (10 Available) — $25,000

A gathering of colleagues and summer learning experts from across the country for a one-day pre-conference session on Monday. Your sponsorship helps to cover the cost of youth development program managers.

- New Vision for Summer Schools: School Districts **SPONSORED**
- Youth Employment & Internships **SPONSORED**
- Libraries
- Arts Education
- Healthcare & STEM **SPONSORED**
- College Access & Summer MELT
- Health & Fitness
- Public Housing **SPONSORED**
- Special Populations
- Environment & Outdoors **SPONSORED**

Funders Networking Reception (Invitation only event)	**$15,000**

Cocktail hour gathering of foundation, corporate, and government funders making investments in education.

- Invitation-only event for education funders and senior leadership prior to Education Town Hall
- One complimentary conference registration
- Speaking opportunity for senior level executive at the reception

CEO Leadership Dinner (Invitation-only event)	**$10,000**

This invitation-only event for CEOs and Executive Directors will be held offsite at a restaurant in Washington DC.

- Invitation and speaking opportunity at the Leadership Dinner
- Signage throughout the event

Networking Lunch Breaks (Three Available: Monday, Tuesday, Wednesday)	**$25,000**

This is an opportunity to put your company front and center and in the path of all attendees as they take a mid-day break, and browse exhibits before the Lunch Plenary.

- Complimentary conference registration
- Invitation and speaking opportunity at Lunch
- Signage throughout the event

Snack Breaks (Three Opportunities Available throughout the Conference)	**$5,000**

This is an opportunity to put your company front and center and in the path of all attendees as they take a mid-afternoon break and browse the exhibits. Light snacks and drinks will be provided.

- Signage throughout the event
- Acknowledgment in mobile app

Conference Strand Sponsorships (Four available)	$10,000

Sponsor a professional learning track throughout the conference.

- Programming
- Funding Sustainability & Advocacy
- Leadership, Equity and Organizational Management
- System Building

Youth Showcase (Multiple available)	$5,000

Our youth, our future. Help bring their voices and issues to light through special youth-powered spotlights throughout the conference.

Individual Conference Workshops	$2,500

Sponsor an individual workshop throughout the conference.

Current and Past Supporters

ACT
Aflac
Applegate Natural & Organic Meat
Clear Channel Outdoor
CollegeBoard
Discovery Education
gfe
Gilbane Development Company
InPlay — Because learning doesn't stop after school
jr. NBA
kids read now
W.K. Kellogg Foundation
Eugene M. Lang Foundation
MetaMetrics
Charles Stewart Mott Foundation
Mutual of America Financial Group
NBA Foundation
New York Life Foundation
Nintendo Switch
Random House Children's Books
Scholastic
Wallace

National Program Partners

Afterschool Alliance
alsc — Association for Library Service to Children
American Camp Association
Association of Children's Museums
Boys & Girls Clubs of America
Coalition for Community Schools
CCSSO — Council of Chief State School Officers
the Fresh Air fund — because a summer can last a lifetime
Horizons National
Learning Heroes
National AfterSchool Association
NLC National League of Cities — Cities Strong Together
NRPA National Recreation and Park Association
Outward Bound USA
United Way
Urban Libraries Council

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