



smarter summers.  
brighter futures.

BE A SUMMER LEARNING SUPPORTER



## National Conference

Summer Changes Everything™ is a national conference focused on summer learning solutions for all students.

**Summer Changes Everything™**  
**November 12-14, 2018**  
**Kansas City, MO**

At the National Summer Learning Association (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 part of this effort, we host a national conference each year called Summer Changes Everything™. The conference is an opportunity for stakeholders in the summer learning movement to share resources, best practices, and solutions for summer learning and after-school programs.

Our national conference draws nearly 1,000 attendees from across the field annually. They self-identify as:

- Summer Program Directors or Managers [24%]
- Non-profit Leaders [19%]
- Library Program Managers [13%]
- School Administrators or Teachers [9%]

Other attendees included researchers, state-level summer learning champions, and policymakers.

Your organization can support our efforts by becoming a sponsor or exhibitor. You will benefit from steady conference promotion in the months leading to conference and through NSLA's wider network, including **11,000 NSLA stakeholders, a legion of media and philanthropic partners, and an engaged network of more than 50 school districts.**

[summerlearning.org/national-conference](http://summerlearning.org/national-conference)

## SUMMER CHANGES EVERYTHING™ Is Unique Because It Offers

### THE RIGHT AUDIENCE

64% of NSLA conference attendees have the ability to make decisions about spending and budgets.

### A FOCUS ON SUMMER

The NSLA conference is the only national conference primarily on summer learning, allowing you to target your message.

### VEHICLES TO ENGAGE AND CONNECT

With meals and refreshments in the exhibit area, opportunities for targeted demonstrations and conversations and dedicated exhibition time, you forge deep connections with attendees.

### 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."

**Robert Duve**  
Best Buy

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

**Leslie Hernandez**  
Scholastic

"The WRITE BRAiN team loved the conference. The Table Talk session was well attended and verbal feedback was strong from attendees about our content."

**Julie Gabor**  
WRITE BRAiN Books

## Sponsorship Opportunities

### CONFERENCE EVENTS

#### OPENING RECEPTION (\$15,000)

Opening networking event for conference attendees. A celebratory kick-off brings colleagues together over cocktails, conversation, and culinary delights.

#### EXHIBIT LUNCH BREAK (\$7,500)

Attendees power up with lunch in the exhibit space and discover a plethora of resources to create amazing summers in their communities. Two opportunities available.

#### CONTINENTAL BREAKFAST (\$5,000)

A rise and shine breakfast kick-starts the day! Two opportunities available.

### FEATURED CONTENT

#### KEYNOTE ADDRESS (\$25,000)

Spark inspiration and action through the star attraction of the conference. Support and introduce a powerful, motivational messenger on this national stage.

#### GENERAL SESSION (\$15,000)

The heart and soul of the conference comes alive through general sessions that draw the whole conference delegation together for a thought-provoking exploration of key issues.

#### CONFERENCE STRAND OR CONTENT AREA SPONSORSHIP (\$10,000)

Support conference content including special learning tracks, workshops, and more in a content area of your choice (i.e., STEM, literacy, and more). Multiple opportunities available.

#### YOUTH SPARKS (\$7,500)

Our youth, our future. Help bring their voices and issues to light through a special youth-centric general session.

#### CONFERENCE WORKSHOP (\$5,000)

Sponsor and present your unique workshop session content at conference. Ideal for promotional programs, special products, curriculum and services.

**By sponsoring the Summer Changes Everything™ national conference, your organization can expand possibilities for children and young people.**

### ADVERTISING AND BRANDING

#### MOBILE APP ADVERTISING

Various packages available, including push notifications, downloadable content, promoted, polling, and more. Activate and engage with all attendees across our interactive mobile app. (\$500 - \$2,500)

#### REGISTRATION BAG INSERT

A little swag goes a long way. Provide promotional materials that every attendees will be excited to see. (\$300 for exhibitors, \$500 for non-exhibitors)

#### BRANDED CONFERENCE MATERIALS

Opportunities include Flash Drive, Mobile Device Charging Station, Hotel Key Cards, Notebooks, Badge Holder/Attendee Neck Wallet, Pens, and more. (Options and pricing available upon request.)

#### NSLA YEAR-ROUND OPTIONS

Promote your products and services with NSLA throughout the year, including Summer Learning Day, eBulletins and social media. (Options and pricing available upon request.)

### EXHIBITION AND ENGAGEMENT OPPORTUNITIES

In addition to sponsorships packages, we offer organizations the opportunity to become booth or tabletop exhibitors. Sponsor the full exhibit space for the duration of the conference, or connect with conference attendees in small-group discussions. Exhibition and engagement opportunities range from \$850 to \$2300. Find out more about by contacting Ryan Berlin at [ryan@summerlearning.org](mailto:ryan@summerlearning.org) or 410-856-1370 x203.

### SCHOLARSHIPS

Send grantees, local program providers, or a team from your community to the conference. Scholarship packages may include the following:

- Complimentary or discounted conference registrations
- Travel and lodging at the conferences
- Designated area for your grantees during the conference
- Reserved seating for grantees during general sessions and meal functions
- Space to hold a special meeting of your grantees before or after the conference