LINKED LEARNING INSTITUTE 2020
SPONSORSHIP OPPORTUNITIES

Meaningfully Reach and Engage with Educators and District Leaders as They Take College and Career Readiness Efforts to the Next Level

Associate your brand with Linked Learning, one of California’s most highly respected and proven approaches to college and career preparation that creates opportunities for students to grow through real work experiences.

Sponsorships are available throughout the year to foundations, industry partners, non-profit organizations, and postsecondary institutions that meet the Linked Learning Alliance’s sponsorship guidelines. Your sponsorship contribution may be tax-deductible. Sponsorship opportunities can also be customized.

The Linked Learning Institute is expected to attract over 300 attendees, most of whom are attending as integrated districtwide Linked Learning teams which include college and career pathway and school leaders, principals, academic teachers, work-based learning coordinators, career-technical education leaders, and districtwide college and career preparation leads from California’s largest school districts, including Long Beach Unified School District, Oakland Unified School District, and San Bernardino City Unified School District. Districtwide teams from other states will also be in attendance.

The Institute gathers education leaders and practitioners who share a commitment to college and career preparation of the highest quality. In working sessions led by experienced educators and capacity builders, Institute participants will have the opportunity to dig into priority topics, reflect on successes, discuss common challenges, and learn from others deeply engaged in the work. This action-oriented conference will provide meaningful opportunities for networking, sharing, and learning ways to create change together. It’s the ideal venue to demonstrate your commitment to your community’s educators, young people, and future workforce.

The opportunities in this brochure are designed to fit a variety of budgets and may be combined to meet the desired sponsorship level. If you are interested in any of the enclosed sponsorship opportunities or have questions please contact Rachel Zaentz, vice president, communications for the Linked Learning Alliance at rachel@linkedlearning.org.
EVENTS AND EDUCATION

GENERAL WORKING SESSIONS (SIX OPPORTUNITIES)

Investment: $7,500 per session

Sponsoring a general session provides you with some of the best possible exposure during the Institute. Align your brand with action-oriented and working sessions at the conference. Gain visibility and recognition via a brief introduction in front of highly-engaged conference attendees.

BENEFITS INCLUDE

• Logo on screen as attendees enter
• Verbal thank-you during introductory remarks
• Opportunity to introduce session (1-2 minutes)
• Logo recognition on signage at General Session entrance
• Opportunity to provide seat-drop or to meet and greet attendees as they enter or exit the General Session

SESSION OPTIONS

DAY 1: MONDAY, MARCH 16, 2020

1:45-3:15  Session 1: Identifying Key Problems of Practice
What problems challenge effective practice? Collaborate with expert facilitators to identify and clarify these issues through root cause analysis.

3:30-5:00  Session 2: Sharing and Solving Problems Together
What can we do about these problems? Work with facilitators as well as teams from other sites to engage in collective problem-solving, using consultancy and/or tuning protocols.

DAY 2: TUESDAY, MARCH 17, 2020

9:00-10:30  Session 3: Considering Challenges and Solutions in the Context of the Larger Linked Learning Ecosystem
Who else is working on the same issues? Engage in facilitated networking conversations with colleagues from across the nation who have similar roles and/or leadership responsibilities.

10:45-12:00  Session 4: Defining Success Through the Development of a Site Team Action Plan
What are next steps? Work with an expert to complete your team’s custom action plan.
1:15-2:45  **Session 5: Sharing Action Plans and Developing Networks of Support**
Share learnings and action plans, and discuss ideas for ongoing networking, collaboration, and support as you implement your plan. (This session will group teams with those from other sites who have similar/related focus areas and goals for continuous improvement.)

3:00-3:30  **Closing Plenary: Moving Forward Together**
Reassemble with all Institute participants for a large-group discussion of next steps for the Linked Learning field and movement—including a national community of practice focused on providing all students with the highest quality college and career readiness experiences.

**SITE VISITS: BRINGING LEARNING TO LIFE IN LONG BEACH (ONE OPPORTUNITY)**

*Investment: $2,500*

There has been significant interest in the Linked Learning site visits this year! The site visits are an opportunity to engage with attendees as they are seeing the work in action and reflecting on the efforts within their own college and career readiness goals.

**BENEFITS INCLUDE**

- Opportunity to introduce and give brief opening remarks (2 minutes or less) at the conclusion of the site visit, when all participants (approximately 50) are gathered
- Logo on table with boxed lunches
- Opportunity to provide promotional item on seats during site visit debrief (with final approval from the Alliance)

**EVENING RECEPTION AND CELEBRATION OF NEW CERTIFIED PATHWAYS (ONE OPPORTUNITY)**

*Investment: $5,000*

The evening reception is a celebration of Linked Learning’s Silver and Gold certified pathways. It is a great way to recognize your community’s highest quality college and career pathways in a fun networking environment.

**BENEFITS INCLUDE**

- Sponsor recognition on signage throughout the reception
- Table provided for giveaways/promotional items
NETWORKING BREAKFAST (ONE OPPORTUNITY)

*Investment: $4,000*

The networking breakfast is a ripe opportunity to engage with attendees and enjoy a meal together while meeting others working to improve college and career readiness of students in California. Sponsoring the breakfast is the ideal opportunity to express your organization or company’s support for the work of California’s most forward-thinking high school educators.

**BENEFITS INCLUDE**

- Opportunity to offer introductory remarks (up to two minutes)
- Logo recognition on all tables
- Opportunity to provide promotional item on seats

NETWORKING LUNCHEON (MULTIPLE OPPORTUNITIES)

*Investment: $5,000*

The networking luncheon is another opportunity to engage with attendees and enjoy a meal together while networking with others working in similar industry strands (e.g. biomedical, engineering, performing arts, etc.). Sponsoring an industry strand at the luncheon great opportunity to demonstrate your commitment to fueling the future workforce in your communities.

**BENEFITS INCLUDE**

- Logo on screen during lunch
- Logo recognition on signage at the lunch table of selected industry strand
- Opportunity to provide promotional item on seats
BRANDING AND DIGITAL

REGISTRATION SPONSORSHIP (ONE OPPORTUNITY)

*Investment: $4,000*

Sponsoring the conference registration area is an effective strategy for increasing your brand exposure in front of hundreds of California educators who are focused on college and career readiness.

**BENEFITS INCLUDE**
- Linkable company logo/banner ad on a "Know Before You Go" e-mail
- Logo recognition on registration counter panels

MOBILE APP (ONE OPPORTUNITY)

*Investment: $6,000*

Sponsor the mobile app that will be the “go-to” source for all information. The mobile app includes schedules, maps, and other messages to spark engagement and enthusiasm from Institute attendees.

**BENEFITS INCLUDE**
- Banner ad (contact Alliance for specs)
- Exclusive, reportable metrics from advertising on the mobile app

CONFERENCE DAILY EXCLUSIVE EMAIL (TWO OPPORTUNITIES)

*Investment: $1,000*

Reach attendees with your messaging during the Institute with an exclusive email advertisement (contact Alliance for specs).
TOTE BAGS OR FOLDERS (ONE OPPORTUNITY)

*Investment: $3,000*

Presented to each Institute participant at registration, these official event tote bags or folders are used during and after the conference, providing maximum marketing impact.

**BENEFITS INCLUDE**

- Company or organization logo placed on front of tote bags or folders
- Tote bag or folder insert
- Logo recognition at attendee bag/folder distribution area

TOTE BAG OR FOLDER INSERT (TWO OPPORTUNITIES)

*Investment: $1,500*

Inserting handouts or a giveaway at registration is a great way to get your promotional or marketing material into the hands of hundreds of California educators. Certain restrictions apply.