

2020 Advance CTE Spring Meeting Sponsorship Opportunities

Dear Advance CTE Partners:

We invite you to join us May 13 - 15, 2020 at the Renaissance Arlington Capital View in Arlington, Virginia for the [2020 Advance CTE Spring Meeting](#). Our annual meetings draw nearly 300 Career Technical Education (CTE) leaders from across the country, as well as national partners and other stakeholders.

This year's Spring Meeting - our 100-year anniversary - is one you can't afford to miss as it will be Advance CTE's **ONLY** public conference in 2020. We are anticipating our sponsorships to go fast this year – so be sure to secure your spot ASAP!

Each year, we are proud to have State CTE Directors from nearly all states at our Spring Meeting, which gives partners like you unique access to these key state decision makers and influencers. Our meeting sponsorship packages offer you an opportunity to meet with this important audience! Past meeting sponsors have overwhelmingly rated their experience and sponsorship benefits as valuable, and we hope you will join us this year.

Our sponsorship packages are designed to provide myriad ways for you to share your resources, services and materials with state CTE leaders from across the country. We also offer additional flexibility to help you craft a package that best suits your needs with our a la carte options. Boost your name recognition and get exclusive access to the newest cohort of State Directors, which has grown dramatically over the past year. Choose a sponsor package, an a la carte option or both!

Thank you for your work on behalf of the CTE community!

Kimberly A. Green

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Executive Director

How to Sponsor:

1. Review our sponsor packages – Bronze, Silver, Gold, Platinum or Diamond in the table or in list form below. Choose the best fit for your organization. Each level offers an increased amount of exposure and public recognition.
2. Maximize your visibility by adding a la carte options to your sponsorship package.
3. Complete the [DocuSign Agreement](#) no later than **March 25, 2020**

Benefits: Bronze, Silver, Gold, Platinum and Diamond Levels

| <i>SPONSOR LEVEL BENEFITS</i> | Bronze \$750 | Silver \$2,000 | Gold \$4,500 | Platinum \$6,500 | Diamond \$10,000 |
|---|-------------------------|---------------------------|-------------------------|-----------------------------|-----------------------------|
| Promo item(s) in attendee bags | ❖ (1) | ❖ (2) | ❖ (2) | ❖ (3) | ❖ (3) |
| Your logo on our sponsor recognition sign | ❖ | ❖ | ❖ | ❖ | ❖ |
| Receive recognition from an Advance CTE officer during the opening general session | ❖ | ❖ | ❖ | ❖ | ❖ |
| Your logo on our online program schedule | | ❖ | ❖ | ❖ | ❖ |
| Receive an Advance CTE shout out over social media during meeting and your Twitter handle on our tweet sheet that is distributed to attendees | | ❖ | ❖ | ❖ | ❖ |
| Complimentary meeting registration(s) <i>Each registration is an \$825 value</i> | | | ❖ (1) | ❖ (2) | ❖ (3) |
| Complimentary 6’ skirted sponsor table | | | ❖ | ❖ | ❖ |
| Your logo, website and company information on our conference app | | | ❖ | ❖ | ❖ |
| Submit a post for the Learning that Works for America blog | | | ❖ | ❖ | ❖ |
| Your logo on the meeting homepage | | | | ❖ | ❖ |

| <i>SPONSOR LEVEL BENEFITS, continued</i> | Bronze \$750 | Silver \$2,000 | Gold \$4,500 | Platinum \$6,500 | Diamond \$10,000 |
|---|-------------------------|---------------------------|-------------------------|-----------------------------|-----------------------------|
| NEW! Four-color print message in the 100-year anniversary celebration program <i>Up to \$1,500 value</i> | | | | ❖ Half Page | ❖ Full Page |
| Speaking opportunity! Make brief remarks during a general session or meal function <i>(Advance CTE assigns timing of remarks)</i> | | | | | ❖ |
| Send a targeted email to all meeting attendees to promote your organization and sponsorship <i>(Sent by Advance CTE)</i> | | | | | ❖ |
| Receive a directory of meeting attendees complete with emails, job titles and employers <i>\$1,500 value</i> | | | | | ❖ |

The above benefits are also provided in list form for additional review below.

Bronze - \$750

- Recognition from an Advance CTE officer during the opening general session
- One promo item in attendee bags
- Your logo on our sponsor recognition sign

Silver - \$2,000

- Recognition from an Advance CTE officer during the opening general session
- Receive an Advance CTE shout out over social media during meeting, your Twitter handle on our tweet sheet that is distributed to attendees
- Two promo items in attendee bags
- Your logo on our sponsor recognition sign
- Your logo on our online program schedule

Gold - \$4,500

- One complimentary meeting registration (*\$825 value*)
- Complimentary 6' sponsor table on May 14 and 15
- Recognition from an Advance CTE officer during the opening general session
- Receive an Advance CTE 'shout out' over social media during meeting and your Twitter handle on our 'tweet sheet' that is distributed to attendees
- Submit a post for the [Learning that Works for America](#) blog
- Two promo items in attendee bags
- Your logo on our sponsor recognition sign
- Your logo on our online program schedule
- Your logo, website and company information on our conference app
- Logo recognition during walk-in slide presentation displayed at all general sessions and meals

Platinum - \$6,500

- Two complimentary meeting registrations (\$1,650 value)
- Complimentary 6' sponsor table on May 14 and 15
- Three promo items in attendee bags
- Half-page, four-color print message in the 100-year anniversary celebration program (*Example: "Congratulations from our company to Advance CTE on 100 years of success"*) (\$750 value)
- Recognition from an Advance CTE officer during the opening general session
- Receive an Advance CTE shout out over social media during meeting and your Twitter handle on our tweet sheet that is distributed to attendees
- Submit a post for the [Learning that Works for America](#) blog
- Your logo on our meeting homepage and our online program schedule
- Your logo, website and company information on our conference app
- Logo recognition during rotating slide presentation displayed at all general sessions and meals

Diamond - \$10,000

**Limited number of sponsorships available at this level. This package offers the best value for our sponsors, so reserve your sponsorship now!*

- Three complimentary meeting registrations (\$2,475 value)
- Preferred placement of your sponsor table on May 14 and 15 (sponsors will be given opportunity to choose placement prior to conference based on order/time of when sponsorship form was received)
- **Speaking opportunity!** Make brief remarks during a general session or meal function (*Advance CTE assigns timing of remarks*)
- Full-page, four-color print message in the 100-year anniversary celebration program (\$1,500 value)
- Send a targeted email to all meeting attendees to promote your organization and sponsorship (*Sent by Advance CTE*)
- Submit a post for the [Learning that Works for America](#) blog
- Recognition from an Advance CTE officer during the opening general session
- Receive an Advance CTE "shout out" over social media during meeting, reaching our network of over 9,000 followers; your Twitter handle will be on our tweet sheet that is distributed to attendees
- Three promo items in attendee bags
- Your logo at the top of our sponsor recognition sign
- Your logo on our meeting homepage and our online program schedule
- Your logo, website and company information on our conference app
- Logo recognition during rotating slide presentation displayed at all general sessions and meals
- Receive a directory of meeting attendees complete with emails, job titles and employers (\$1,500 value)

A la carte sponsorship opportunities listed on next page

Please submit your intent to sponsor via online form by March 25, 2020.

Questions? Contact Sara Gassman sgassman@careertech.org

Additional a la Carte Sponsorship Opportunities

| <i>A LA CARTE OPTION</i> | <i>BENEFIT</i> | <i>COST</i> |
|--|---|--|
| 100 Year Anniversary Reception Drink Ticket Sponsorship | NEW! Be the attendees' favorite sponsor by providing them a complimentary drink at our opening 100 Year Anniversary reception. Drink tickets will be created with your company branding and you can even play a role in distributing the tickets and welcoming attendees as they arrive. |  \$0 |
| 100 Year Photo Booth Sponsorship | NEW! Sponsor a photo booth for our 100 Year Anniversary Reception and Dinner. Your sponsorship will also be acknowledged via signage and in the program. (1 sponsorship available) | \$4,000 |
| 100 Year Dinner Table Sponsorship | NEW! Sponsor a table at the special 100 Year Anniversary Dinner. Your sponsorship will be acknowledged via signage and in the program, as well as a reserved seat for you and your colleagues. | \$1,000 |
| Attendee Bags | Show your support by sponsoring the 100 Year Anniversary bag. These bags will have high visibility, carried by all attendees at the conference for three days straight and used long after the event ends. There is no better way to increase your brand awareness. <i>Logo will be limited to 4 colors.</i> (1 sponsorship available) | \$4,500 |
| Charging Station | Be every attendee's superhero with our mobile charging table located inside the general session room throughout all three days of the conference. The table can include your company's signage and materials. (1 sponsorship available) | \$2,500 |
| New State CTE Director Lunch | We know that well-fed meeting attendees are better planners and more focused. Provide lunch for our New State Director cohort while they take a much-needed break from their all-day leadership workshop. Sponsoring gives your company the opportunity for two individuals to attend lunch, network and provide brief remarks about your services. (1 sponsorship available) |  \$0 |
| Morning Break Sponsor | Need that extra jolt of caffeine? Provide meeting attendees with coffee, tea, sodas and some delicious snacks. Recognition at break station (open for 30 minutes) and on print and web agendas. Limited opportunities available. (2 sponsorships available) | \$4,000 |
| Afternoon Break Sponsor | Need a post-lunch boost? Give meeting attendees a pick me up with coffee, tea, sodas and a selection of tasty snacks or desserts. Recognition at beverage station (open for 30 minutes) and on print and web agendas. (1 sponsorship available) | \$4,000 |

| <i>A LA CARTE OPTION, CONTINUED</i> | <i>BENEFIT</i> | <i>COST</i> |
|---|--|---------------|
| Meal Sponsorship | Help us pump up the volume for a breakfast or lunch by sponsoring a meal. As part of your sponsorship, you will be able to make a presentation complete with A/V during the meal. Recognition will be given in the print and web agendas, along with signage and a ‘shout-out’ from a general session presider. Limited opportunities available. | \$10,000 |
| Ad in printed program | NEW! Placing your ad in our printed 100 Year Anniversary program is a great way to promote your company to the attendees! Quarter-, half- and full-page ads are available. | Pricing below |

New Opportunity! Advertise in our special 100 Year Anniversary Program

| Ad Size | Price |
|------------------------------------|----------|
| Outside back cover – one available | \$ 2,500 |
| Front inside cover – one available | \$ 2,000 |
| Inside back cover – one available | \$ 2,000 |
| Full page | \$ 1,500 |
| 1/2 page | \$ 750 |
| 1/4 page | \$ 500 |

Step 4: Complete this Sponsorship Commitment Form

[Click here to sign the sponsorship agreement](#)

*Please submit your intent to sponsor via online form by March 25, 2020.
 Questions? Contact Sara Gassman sgassman@careertech.org*