

Dear Advance CTE Partners:

We invite you to join us for our virtual 2021 Fall Meeting, to be held October 27 and 28, 2021. Our meeting theme this fall is “Meeting CTE’s Moment,” and while this meeting will be held virtually, we will continue to offer the same high-quality meeting experience you have come to associate with Advance CTE events, with a commitment to building community, robust content that leads the Career Technical Education (CTE) field and ample opportunities to network with state CTE leaders.

After more than a year of delivering member value and professional learning opportunities virtually, the CTE community trusts Advance CTE to deliver a first-in-class, meaningful, educational and empowering **virtual** Fall Meeting. Attendees consistently rate Advance CTE webinars as well as the Advance CTE virtual Spring Meeting highly in terms of applicability to their work and takeaway value; our Fall Meeting will be no different. We are looking forward to your partnership to help make it happen.

Each year, we are proud to have State CTE Directors from nearly all states at our Fall Meeting, which gives partners like you unique access to these key state decision makers and influencers. Our meeting sponsorship options offer you an opportunity to connect with this important audience via a virtual resource page, video, email, social media, and even co-hosting a breakout session with a state!

Our sponsorship options are designed to provide myriad ways for you to share your resources, services and materials with state CTE leaders from across the country to help them meet CTE’s moment to lead our nation’s learning and economic recovery through innovative, equitable, and high-quality pathways for each learner. These options have been crafted in direct response to your feedback after Spring Meeting. We also offer additional flexibility to help you fashion a package that best suits your needs with our a la carte options. Boost your name recognition and connect with states in new and different virtual ways. Support Fall Meeting as a core sponsor and then choose the a la carte add-ons that meet your needs! I invite you to [meet with me](#) to discuss these opportunities at any time.

We hope you will join us at Fall Meeting this year, and strive for the experience to meet your moment to connect with leaders that are building the future of CTE. The deadline to participate as a sponsor is August 31, 2021. Thank you for your work on behalf of the CTE community!

Sara Gassman
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Advance CTE
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P.S. Thinking ahead to 2022? The Advance CTE Spring Meeting will be in person in the Washington, D.C. metro area.

*Please submit your intent to sponsor via online form by August 31
Questions? Contact Sara Gassman, sgassman@careertech.org.*

By the numbers: Sponsor Reach & Impact from Advance CTE's 2021 Virtual Spring Meeting

- 327 people registered for Spring Meeting
- On average, registrants made 153 visits to sponsor pages
- Page views of 2021 Spring Meeting Sponsor blogs accounted for a full 10% of Advance CTE's blog traffic!
- 2021 Spring Meeting sponsor emails enjoyed an open rate 52% higher than the Advance CTE average

How to Sponsor the Advance CTE 2021 Virtual Fall Meeting

1. **New** for this meeting: All sponsors receive a set of core benefits meant to provide wide visibility for your organization among all meeting attendees in this virtual setting.
2. Maximize your visibility and connect with meeting attendees by adding a la carte options to your sponsorship package. Note that some a la carte options are limited and will be offered in the order that signed sponsor agreements are returned. Other options may require review by Advance CTE before approval.
3. Complete the [DocuSign Agreement](#) no later than August 31.

Core Sponsor Benefits - \$3,500

- Social Media Shout Out
 - Two Tweets (one per meeting day) from @CTEWorks that include your Twitter handle recognizing your organization's support of the meeting
- Your organization's logo on event website homepage that links to your website
- Recognition by Advance CTE during the opening general session
- One complimentary meeting registration (\$375 value)
 - Full access to all public meeting sessions (plenaries and breakouts, including any roundtables) for one individual
 - Ability to connect with individual attendees through the event platform
- Sponsor-created PowerPoint slide (one slide) to be shown on rotation ahead of each plenary and breakout session block each meeting day (a total of four times throughout the meeting)
 - Slide size and content guidelines will be provided
- Submit a guest post for the [Learning that Works for America](#) blog
 - Limit of 350 words and one image or logo
 - Page views of 2021 Spring Meeting Sponsor blogs accounted for a full 10% of Advance CTE's blog traffic!
- Sponsor virtual resource table

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- Each sponsor will receive a dedicated and customizable page on the event platform
- Showcase videos, publications and other digital materials for attendees to browse on their own time
- Highlight your contact information so attendees can connect with you after the meeting
- Advance CTE will send reminders and notifications to attendees to visit this space in meeting communications

A la Carte Sponsorship Opportunities

Available to add on by all organizations that sponsor at the Core level

A LA CARTE OPTION	BENEFIT DESCRIPTION	COST	Quantity (if limited)
<p>Email to registered attendees (HTML text and images) ahead of the Meeting</p>	<p>Send a message to all meeting attendees before the meeting</p> <p>Advance CTE will share an email template which will include word count limitations and image sizes. Advance CTE will approve the email copy and send the email to attendees.</p> <p>2021 Spring Meeting sponsor emails enjoyed an open rate 52% higher than the Advance CTE average.</p>	<p>\$1,500</p>	<p>8</p>
<p>Sponsor a breakout session block</p>	<p>Support Advance CTE members in connecting with each other and the latest in CTE by sponsoring a breakout session block. Your organization's name will be listed on the meeting schedule as a sponsor for the breakout block. At the start of each of the individual sessions in the block, we will show your one minute video and Advance CTE staff will announce and acknowledge your organization's sponsorship. Sponsors will be assigned a breakout session</p>	<p>\$2,000 for one breakout session block (includes four to six concurrent sessions)</p>	<p>2, in order of signed sponsor agreement</p>

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	block and do not have influence over the content of the breakout sessions in that block.		
Video played during one of four general/plenary sessions	<p>Video maximum of two minutes in length will be played at the beginning of a plenary session. Video placement determined by order of sponsorship agreement execution.</p> <p>On average, 210 people attended each plenary session at Spring Meeting.</p>	\$4,500	4, in order of signed sponsor agreement
Lead a breakout session with a state	<p>Have a success story you'd like to share with all states? Co-present a 45-minute breakout session with a state CTE leader who is using your product to deliver high-quality CTE in their state. Session proposals should be submitted for Advance CTE approval within one week of completing the sponsorship agreement. This is an unprecedented opportunity to get on the agenda of the Fall Meeting!</p> <p>Three available. Advance CTE will schedule this session.</p> <p>An average of 54 people joined each Spring Meeting breakout session. These sessions are recorded and remain available for Advance CTE members to watch for up to one year after the event. Recordings will be shared with sponsors for your own use.</p>	\$6,500	3, in order of signed sponsor agreement

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