



AURORA INSTITUTE

Symposium 2020

OCTOBER 25-28, 2020 | SAN ANTONIO, TX

2020 SPONSOR PROSPECTUS

aurora-institute.org/symposium2020/

About the Aurora Institute Symposium

The Aurora Institute Symposium is the largest gathering of new, developing, and experienced practitioners shaping the future of public education.

The Symposium brings together experts, practitioners, teachers, policymakers, technical assistance providers, and researchers to offer an opportunity for deepening understanding on a variety of new student-centered learning models while affording a big picture view on the future of K-12 education. It is a forum to showcase the field's brightest ideas; emerging trends; and the models, strategies, and tools that are transforming K-12 schools around the globe.

The Aurora Institute Symposium 2020 will convene October 25-28, 2020, at the Henry B. González Convention Center in San Antonio, Texas. This year's theme is *A New Dawn for Every Learner*.

Offering a large variety of interactive sessions, engaging workshops, and inspiring keynotes, the Symposium is the field's largest convening of professionals dedicated to student-centered learning, covering the greatest depth of practice, policy, and research. The Symposium offers an unrivaled opportunity to meet like-minded professionals and allies, form relationships with others at the front lines of next-generation learning, and add the field's foremost thought leaders to your professional network. The Symposium attracts attendees from across the globe and provides numerous opportunities for professional development, knowledge-sharing, and networking.

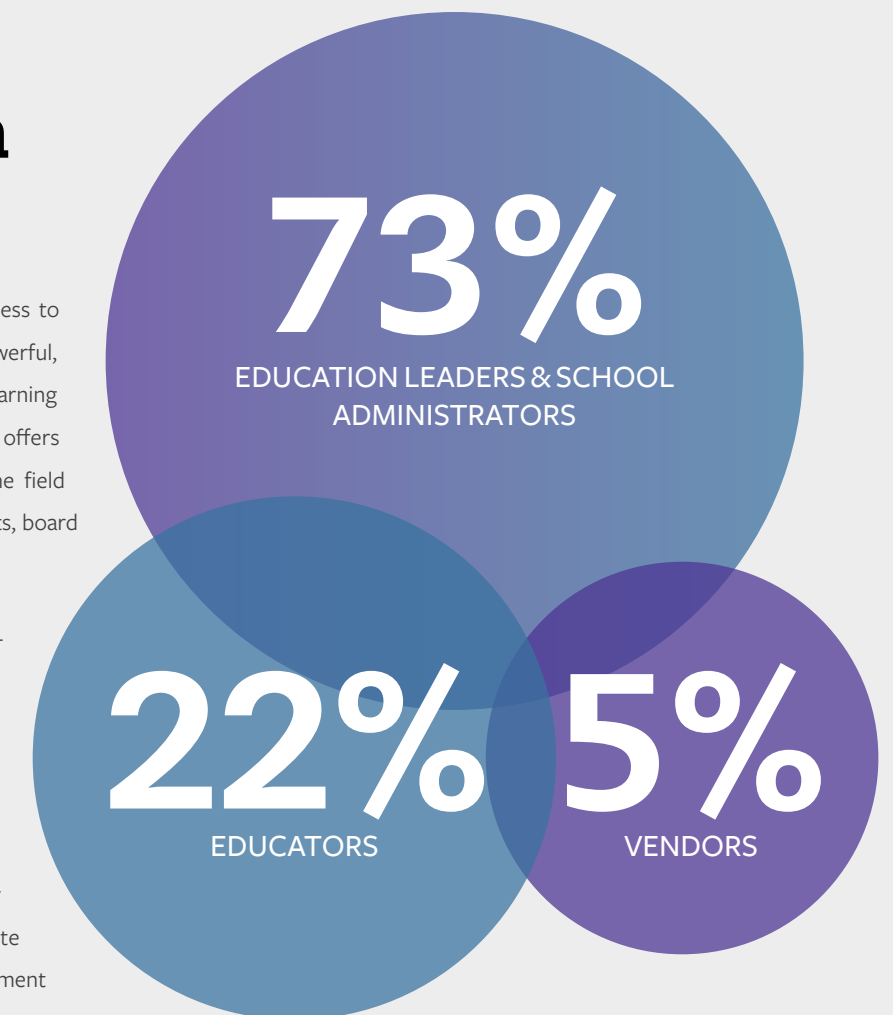
Aurora Institute's Innovation Corner also offers a unique networking space at the Symposium. The Innovation Corner is a place for examining leading-edge models and tools. It offers opportunities for important interaction and exploration of groundbreaking work being done by schools and districts. Aurora Institute's sponsors also showcase products and services that support personalized learning in this space. Sponsor showcases are limited in number, providing greater visibility to attendees and significantly increased opportunities for interaction.

Symposium Attendees

The Symposium provides sponsors with access to key leaders in the field who are creating powerful, innovative, mastery-based, personalized learning experiences for students. The Symposium offers highly rated professional development in the field for educators, school leaders, superintendents, board members, coaches, and practitioners.

Our sessions and workshops provide hands-on, interactive learning experiences, and thoughtful strategies to advance student-centered pedagogy. More than 85 percent of attendees say the Symposium deepens their knowledge of student-centered learning. They tell us that what they learn directly applies to their jobs and leads to concrete implementation steps or other forward movement at their schools and organizations. Eighty-seven percent say they choose the Aurora Institute Symposium to meet their networking and learning needs. This is your opportunity to learn about the successes and challenges that those on the front lines of next-generation teaching and learning are experiencing.

Aurora Institute attendees include key decision makers in state and district programs including school administrators, program leaders, teachers, and technology providers.





Why Sponsor the Aurora Institute Symposium?

Sponsoring the Aurora Institute Symposium is a smart investment for your organization.

Networking

- Engage and interact with the Symposium’s attendees and featured presenters to hear what innovators of K-12 education are focused on as they deliver powerful, personalized, learner-centered experiences to students across the country and around the world.

Access

- Leverage unprecedented access to top decision-makers across the field, including state, district and school leaders designing the most innovative, personalized programs available today.

Recognition

- Enjoy broad recognition opportunities onsite and online that Symposium sponsorship offers to foundations, nonprofits, and corporations providing services and partnerships throughout the K-12 education space.



Become a Symposium Sponsor

To become an Aurora Institute Symposium sponsor, please contact Carol Klyver +1-650-738-1200 sponsor@Aurora-Institute.org

In addition, please complete, scan, and email the Sponsor Registration Form at the end of this document.

Is there an externally validated evidence base that supports the effectiveness of your products or services for improving student achievement? If so, please let us know when you register as a sponsor.

Summary of Sponsorship Packages & Benefits

Aurora Institute offers three unique sponsorship packages (Diamond, Emerald, and Topaz) designed to meet your organization’s goals for visibility, access, and reach. As the premier international K-12 personalized, competency-based education conference, the Aurora Institute Symposium provides sponsors a significant opportunity to engage with decision makers at the state, district, and school levels. All sponsors are recognized on the Aurora Institute Symposium website and throughout the conference, in addition to receiving many other benefits.

BENEFITS	DIAMOND	EMERALD	TOPAZ
Special Conference Registration Pricing (See sponsor-level benefits for details)	●	●	●
Use of Sponsor Literature Tables in two locations	●	●	●
Additional Recognition Options (See sponsor level benefits for details)	●	●	●
Complimentary Conference Registrations	Five	Two	One
Logo Display and Link on Symposium Website, Conference Program and Sponsor Panel Signage	Large	Medium	Small
Conference Attendee Mailing List (one-time use)	Email & Postal Addresses	Email Addresses	Postal Addresses
Company Description and Logo on the Symposium Website	●	●	●
Company Description and Logo in the Mobile App (with opportunity to create company profile and add logo and links)	●	●	●
Two Complimentary Showcase Staff registrations for the Innovation Corner	●	●	
Complimentary Showcase Space in the Innovation Corner	●		
Option to Purchase a Showcase Space in the Innovation Corner		●	
Complimentary 8 ½ x 11” Insert in the Printed Program	●		
One-Hour Breakout Presentation During Conference Sessions	●		
Logo Recognition During President’s Networking Event	●		



Diamond Level Sponsor Benefits

Diamond Level – \$25,000 Contribution

Complimentary Showcase Space

Diamond-level sponsorship provides a complimentary showcase space in the Innovation Corner in the most preferred locations when available. Please note that spaces are assigned on a first-come, first-served basis.

Complimentary Showcase Staff Registrations

Diamond Sponsors receive two complimentary showcase space registrations for staff, which include attendance at the President’s Networking Event.

Five Complimentary Full Conference Registrations

Five individuals from your organization receive full conference registrations and benefits to attend the Aurora Institute Symposium.

Special Conference Registration Pricing

Additional Diamond Sponsor attendees are offered member pricing on full conference registrations.

Logo Display/Link on Symposium Website

Diamond Sponsor logos are prominently displayed on the Symposium website. Your logo is linked from the Symposium site to your organization’s home page (or a specific URL of your choice).

Logo Display/Link on Symposium Mobile App

Diamond Sponsors have the opportunity to create a company profile and add additional links and logos on the mobile application.

Logo Display on Conference Program

Diamond Sponsor logos are prominently displayed in color in the conference program.

Complimentary Printed Program Insert

Diamond Sponsors may include one marketing or promotional material insert in attendee printed programs. (Sponsors must provide appropriate quantity of inserts that meet required specifications by insert deadline.)

Presentation in Conference Breakout Sessions

Diamond Sponsors are permitted to host a one-hour presentation during breakout sessions (presentation pre-approval is required).

Recognition on Conference Signage

Sponsor signage is placed throughout the conference. Logos are displayed in full color.

Company Profile

Sponsors are invited to submit a company profile for inclusion on the Symposium website.

Conference Attendee Mailing List (One-time Use)

Diamond Sponsors are provided with a single use of the Symposium’s 2020 registration list (less registrants who choose to “opt out”). The list includes both email and postal addresses for a one-time marketing and promotional purpose. Mailings must be pre-approved by Aurora Institute.

Sponsor Literature Table

Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth and inside the Innovation Corner.

Additional Diamond Level Recognition

Diamond Sponsors are specially recognized on signage at the President’s Networking Event on the first night of the main conference. This event combines our former President’s Welcome with our Networking Event. Hearty appetizers are served in the Innovation Corner, offering attendees a great opportunity to relax and network. More than one Diamond Sponsor may be recognized.

Other Opportunities

Diamond Sponsors may be offered additional choices of recognition depending on the venue or time period. Aurora Institute will also consider special proposals for alternate forms of recognition. Please work with the Aurora Institute Sponsor Coordinator regarding this.



Emerald Level Sponsor Benefits

Emerald Level – \$10,000 Contribution

Option to Purchase Showcase Space

Emerald Sponsors have the option to purchase a showcase space in the Innovation Corner. Please note that spaces are on a first-come, first-served basis.

Complimentary Showcase Staff Registrations

Emerald Sponsors receive two complimentary showcase space registrations for staff which include attendance at the President’s Networking Event.

Two Complimentary Full Conference Registrations

Two individuals from your organization receive full conference attendee registration benefits to attend the Aurora Institute Symposium.

Special Conference Registration Pricing

Additional Emerald Sponsor attendees are offered member pricing on attendee full conference registrations.

Logo Display/Link on Symposium Website

Emerald Sponsor logos are displayed on the Symposium website. Your logo is linked to your organization’s home page (or a specific URL of your choice).

Logo Display and Link on Symposium Mobile App

Emerald Sponsors have the opportunity to create a company profile and add additional links and logos on the mobile application.

Recognition on Conference Signage

Sponsor signage is placed throughout the conference. Logos are displayed in full color.

Company Profile

Sponsors are invited to submit a company profile for inclusion on the Symposium website.

Conference Attendee Mailing List (One-time Use)

Emerald Sponsors are provided with a single use of the Symposium’s 2020 registration list (less registrants who choose to “opt out”), which include email addresses for a one-time marketing and promotional purpose. Mailings must be pre-approved by Aurora Institute.

Sponsor Literature Table

Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth and inside Innovation Corner.

Additional Emerald Level Recognition

Emerald Sponsors are specially recognized at one of the following events, depending upon availability. Please indicate your order of preference in your online registration and on page 2 of the Sponsor Registration Form.

Monday or Tuesday Lunch

Your organization is recognized during one of these lunches, and your logo will appear on signage for the event. More than one Emerald Sponsor may be recognized at this event.

Lanyards

(Limited to 1 Emerald Sponsor each.) Emerald Sponsors may provide the conference with badge lanyards. These items are imprinted with your logo and the Aurora Institute logo. Artwork must be pre-approved by Aurora Institute.

(NOTE: Participation in this opportunity requires purchasing, producing, and delivering the items to the conference.)



Sponsor Registration Form

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Topaz Level Sponsor Benefits

Topaz Level – \$5,000 Contribution

One Complimentary Conference Registration

One individual from your organization receives full conference registration and benefits to attend the Aurora Institute Symposium.

Special Conference Registration Pricing

All Topaz Sponsor attendees are offered member pricing on full conference registrations.

Logo Display/Link on Symposium Website

Topaz Sponsor logos are displayed on the Symposium website. Your logo is linked to your organization's home page (or a specific URL of your choice).

Logo Display/Link on Symposium Mobile App

Topaz Sponsors have the opportunity to create a company profile and add additional links and logos on the mobile application.

Recognition on Conference Signage

Sponsor signage is placed throughout the conference. Logos are displayed in full color.

Company Profile

Sponsors are invited to submit a company profile for inclusion on the Symposium website.

Conference Registration Postal Mailing List

(One-Time Use) Topaz Sponsors are provided with a single use of the Symposium's 2020 registration postal addresses (less registrants who choose to "opt out"), for a one-time marketing and promotional purpose. Please note this list is for a postal (not electronic) mailing. Mailings must be pre-approved by Aurora Institute

Sponsor Literature Table

Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth and inside Innovation Corner.

Additional Topaz Level Recognition

Topaz Sponsors are offered the following special recognition opportunity, depending upon availability. Please indicate your interest in your online registration or on page 2 of the Sponsor Registration Form. This opportunity is available on a first-come, first-served basis.

Conference Pens

(Limited to 1 Topaz Sponsor.)
One Topaz Sponsor has the opportunity for special recognition by providing the conference pens. These pens (given at registration) are imprinted with your organization's name and/or logo in addition to the Symposium logo. Artwork must be pre-approved by Aurora Institute.

(NOTE: Participation in this opportunity also requires the sponsor to purchase, produce, and deliver the pens.)

Monday or Tuesday Snack Break

Your organization is recognized during one of these snack breaks, and your logo will appear on signage for the event. More than one Topaz Sponsor may be recognized at this event.

ORGANIZATION NAME

ORGANIZATION WEBSITE

WE AGREE TO SPONSOR AURORA INSTITUTE'S 2020 SYMPOSIUM AS A:

- ☐ Diamond Level Sponsor (\$25,000 Contribution) – includes complimentary showcase space in the Innovation Corner.
- ☐ Emerald Level Sponsor (\$10,000 Contribution) – includes option to purchase one showcase space in the Innovation Corner.
- ☐ Topaz Level Sponsor (\$5,000 Contribution) – does not include a showcase space.

AUTHORIZED REPRESENTATIVE

Name	Title	
Organization Address		
City	State	Zip
Phone	Fax	E-Mail

CONTACT FOR DELIVERY OF SPONSOR BENEFITS

Name	Title	
Phone	Fax	E-Mail

AVAILABLE PAYMENT METHODS: CREDIT CARD, CHECK OR PURCHASE ORDER PAYMENTS

Credit Card Payments	VISA	Mastercard	American Express	Discover
Card Number				
Expiration Date	/	(Month/Year)	Security Code	
Name as it appears on card				
Billing Address (if different from above)				
City	State		Zip	
<input type="checkbox"/>	Check - Please make checks payable to Aurora Institute . Please note that Aurora Institute is classified as a nonprofit, and this contribution may be tax deductible for your organization.			
<input type="checkbox"/>	Purchase Order			

SEND CHECK PAYMENTS TO:
Aurora Institute Symposium
2020 Sponsorships
1934 Old Gallows Road, Suite 350 Vienna, VA 22182



Sponsor Registration Form

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SPONSOR SPECIAL RECOGNITION CHOICES AND COMPLIMENTARY REGISTRATION INFORMATION

Please indicate your order of preference for the special recognition option of your level of sponsorship. Please also complete the complimentary conference registration information below and email this completed page along with the Sponsor Agreement Form to the Sponsor Coordinator at sponsor@Aurora-Institute.org.

\$25,000 DIAMOND LEVEL ADDITIONAL RECOGNITION

- ☐ I would like to take advantage of the complimentary Showcase Space in the Innovation Corner.
- ☐ I would like to be recognized at the President's Networking Event.
- ☐ I would like to propose alternate recognition (Must be pre-approved).

Diamond Level Complimentary Registrations (5): We will provide a link for you to register your complimentary full conference registrations.

\$10,000 EMERALD LEVEL ADDITIONAL RECOGNITION

- ☐ I would like to purchase a Showcase Space in the Innovation Corner for \$2,300.

Please indicate recognition in order of preference (1st, 2nd, and 3rd):

- ☐ Lanyards (Limited to 1 Emerald Sponsor. Sponsor must purchase, produce and deliver lanyards.)
- ☐ Day 1 Lunch
- ☐ Day 2 Lunch

Emerald Level Complimentary Registrations (2): We will provide a link for you to register your complimentary full conference registrations.

\$5,000 TOPAZ LEVEL ADDITIONAL RECOGNITION

Please indicate recognition in order of preference (1st, 2nd, and 3rd):

- ☐ Conference Pens (Limited to 1 Topaz Sponsor. Sponsor must purchase, produce, and deliver pens.)
- ☐ Day 1 Break
- ☐ Day 2 Break

Topaz Level Complimentary Registration (1): We will provide a link for you to register your complimentary full conference registration.

ADDITIONAL INFORMATION

- ☐ Company logos should be emailed to sponsor@Aurora-Institute.org.
- ☐ Conference sponsorship and special recognition associated with conference items, events, or activities require Aurora Institute approval. Aurora Institute reserves the right to make changes to special recognition opportunities at its sole discretion to benefit the conference.

Sponsorship Agreement

Aurora Institute and {Company Name} _____, henceforth known as "Sponsor," enter into this agreement freely and willingly on the {Date} ____ day of {Month} _____, {Year} _____.

The covenants of this agreement are as follows:

THE EVENT

Sponsor agrees to provide sponsorship (details below) for the Aurora Institute Symposium 2020, henceforth known as "Event."

THE SPONSORSHIP

Sponsor agrees to provide Aurora Institute with a {insert sponsor level} _____ contribution in the amount of {insert total amount of financial contribution} _____ for Event along with high-resolution logo and specs to be used for sponsor signage.

CREDIT

In exchange for this sponsorship, Aurora Institute agrees to perform the obligations and provide the benefits for the Sponsor contribution level described in the Aurora Institute Symposium Sponsor Prospectus.

PAYMENT AND DELIVERY

Sponsor agrees that sponsor contributions will be paid in full within 30 days of receipt of a valid invoice from Aurora Institute, (unless special arrangements have been made), and that the required logos will be delivered via electronic mail to Aurora Institute no later than 15 days after the signing of this agreement.

CANCELLATION

Cancellation of any portion of this Agreement will be accepted only at the discretion of Aurora Institute, and then only based upon the following refund policy. Prior to August 15, 2020, fifty percent (50%) of the total contribution will be refunded. After August 15, 2020, no refunds will be given. Except as the Sponsor's obligation may be reduced as set forth in the preceding sentence, the Sponsor is responsible for total sponsor contributions irrespective of the reason for the cancellation by Sponsor.

RELATIONSHIP

This agreement represents the only relationship between Aurora Institute and Sponsor. No other relationship between the two entities exists, implied or otherwise.

SPONSOR AUTHORIZED REPRESENTATIVE NAME

SPONSOR AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

AURORA AUTHORIZED REPRESENTATIVE NAME

AURORA AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

EMAIL SPONSOR REGISTRATION FORM AND SPONSOR AGREEMENT (3 PAGES) TO:

Carol Klyver, Sponsor Coordinator // Email: sponsor@aurora-institute.org



A New Dawn for
Every Learner

The mission of the AURORA INSTITUTE is to drive the transformation of education systems and accelerate the advancement of breakthrough policies and practices to ensure high-quality learning for all.

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www.AURORA-INSTITUTE.org