# AURORA INSTITUTE

## *Symposium*

*Empowering Learners, Elevating Equity*

November 3–5, 2024 | New Orleans, Louisiana

# 2024 Sponsor Prospectus

aurora-institute.org/symposium2024

# About the Aurora Institute Symposium

The Aurora Institute will convene 1,000+ attendees from across the nation at the Aurora Institute Symposium, held in New Orleans, Louisiana on November 3-5, 2024. Two-thirds of conference attendees are K-12 school and district leaders actively implementing personalized, competency-based learning new models and designs. Other attendees include technical assistance providers, non-profit organizations working in education innovation, policymakers, researchers, and other education leaders.

The Aurora Institute Symposium brings together education innovators working to transform K-12 education. You'll find attendees from across the education innovation space who are pushing for learning to happen outside of traditional school walls, and to be more equitable, personalized, competency-based, and future-focused. The Symposium is the premiere event for learning about next generation learning models, anytime, anywhere learning, the latest policy developments to enable the future, research and best practices around innovations, and trends around future-focused education transformation.

These learning and networking opportunities catalyze change and enable personalized, competency-based education systems to flourish, as demonstrated in our 2023 Symposium attendee evaluations:

- 92% reported the overall quality of the Symposium was excellent or good
- 90% would attend a future Symposium
- 91% increased their knowledge as a result of participating
- "We have found our people."
- "The Aurora Symposium is my most preferred international conference to attend."
- "The Symposium expanded my network which will benefit the learners and educators of my district."
- "I walked away with so much information and so many great tools! I want to share all of what I learned with my colleagues who didn't have a chance to attend."

Through keynotes and more than 40 sessions highlighting breakthrough practices and policies, the Symposium is designed to inspire and equip attendees with new knowledge and best practices, and spark action by leaders to implement new learning designs. Session strands include: Anytime, Anywhere Learning; Diversity, Equity, Inclusion, & Antiracism; K-12, Higher Education, CTE, & Employment Pathways; Mental Health, Well-Being, & Social Emotional Learning; PCBE Pedagogy and Assessment; PCBE Leadership and Learning Culture; PCBE Structures and System Design; Policy & Advocacy; Professional Learning; Research & Evaluation.

## Please join us as a sponsor of the Aurora Institute Symposium on November 3-5, 2024.

**Key benefits include:**

- Substantial exposure to district and school leaders implementing personalized, competency-based systems, who are decision makers and who are seeking tools, products, and services to support their work.
- Branding exposure and recognition through the Aurora Institute Symposium marketing materials, such as our Symposium website, email blasts, program book, social media channels, and during keynote plenary sessions.
- One-time use of the conference attendee list for a promotional/ marketing opportunity.
- Complimentary conference registrations for your staff to have access to the field's leading thinking around transforming education systems toward personalized, competency-based models.

To sponsor, please contact us at **sponsor@aurora-institute.org**.

## Attendee Profile

Based on historical conference data, two thirds of Symposium attendees are district and school leaders who make purchasing decisions on tools, products, and services that support the implementation of personalized, competency-based learning and new school designs.

# Summary of Sponsorship Levels and Benefits

| BENEFITS | DIAMOND $100,000+ | RUBY $50,000 | SAPPHIRE $25,000 | EMERALD $10,000 |
|---|---|---|---|---|
| **Sponsor one programming strand of your choice:** Sponsor support is highlighted in the mobile app, on signage, and in one special email blast. | **Fully Customized** | ● | | |
| **Present in conference breakout session:** Host a one-hour presentation during breakout sessions. (*Session to be approved by Aurora.*) | | ● | ● | |
| **Complimentary space in the exhibit hall:** Receive a complimentary 10'x10' exhibit booth. | | ● | ● | *Option to purchase* |
| **Two complimentary exhibitor registrations:** Receive two complimentary registrations for booth staff. | | ● | ● | ● |
| **Complimentary registrations:** Receive complimentary Symposium registrations for members of your team. | | **5** | **4** | **2** |
| **Special conference registration pricing:** Receive member pricing for additional sponsor attendees. | | ● | ● | ● |
| **Logo display on registration bag:** Your organization's logo is featured on the attendees' tote bag. | | ● *large* | ● *medium* | |
| **Website exposure:** Your organization is featured on the Symposium website. | | ● *largest logo & link* | ● *large logo & link* | ● *medium logo* |
| **Mobile app exposure:** Your organization's logo is featured in the Symposium mobile app. | | ● | ● | ● |
| **Recognition on conference signage:** Sponsor signage is placed throughout the conference. Logos are displayed in full color. | | ● *largest* | ● *large* | ● *medium* |
| **Conference attendee list:** Your organization receives a single use of the Symposium's final registration list (less registrants who choose to "opt out"). | | ● *email & postal* | ● *email & postal* | ● *email* |
| **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. | | ● | ● | ● |

# Diamond Sponsor Benefits

## $100,000+ Contribution

The Aurora Institute is pleased to work with philanthropic and corporate partners to co-design a customized package of programmatic sponsorship at the Diamond level. Please contact us at **sponsor@aurora-institute.org** for more information.

# Ruby Sponsor Benefits

*$50,000 Contribution*

**SPONSOR ONE PROGRAMMING STRAND OF YOUR CHOICE:** Please note that sponsored strands are available on a first-come, first-served basis.

- Inclusion of sponsor logo and recognition of program strand sponsorship in the mobile app.
- Sponsor logo prominently displayed on exterior signage for each session in the program strand.
- One special email blast with recognition to the sponsor for sponsoring the strand will be sent and posted via Aurora Institute social media prior to the event.

**PRESENTATION IN CONFERENCE BREAKOUT SESSION:** Ruby sponsors are permitted to host a one-hour presentation during breakout sessions (presentation pre-approval is required).

**COMPLIMENTARY EXHIBIT HALL SPACE:** Ruby-level Sponsorship provides a complimentary 10'x10' exhibit booth in a preferred location on the exhibit floor. Ruby Sponsors also have the option to purchase double (20'x20'), triple (30'x30') or quadruple (40'x40') booths. In each case, the complimentary booth will reduce the total cost. Please note that booths are assigned on a first-come, first-served basis.

**TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS:** Ruby Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth, which include attendance at the Welcome Reception.

**FIVE COMPLIMENTARY REGISTRATIONS:** Five individuals from your organization receive full conference registrations and benefits to attend the Aurora Institute Symposium.

**SPECIAL CONFERENCE REGISTRATION PRICING:** Additional Ruby Sponsor attendees are offered member pricing on conference registrations.

**LOGO DISPLAY ON REGISTRATION BAG:** Ruby Sponsor logos (large) are displayed on the registration bags provided to all conference participants.
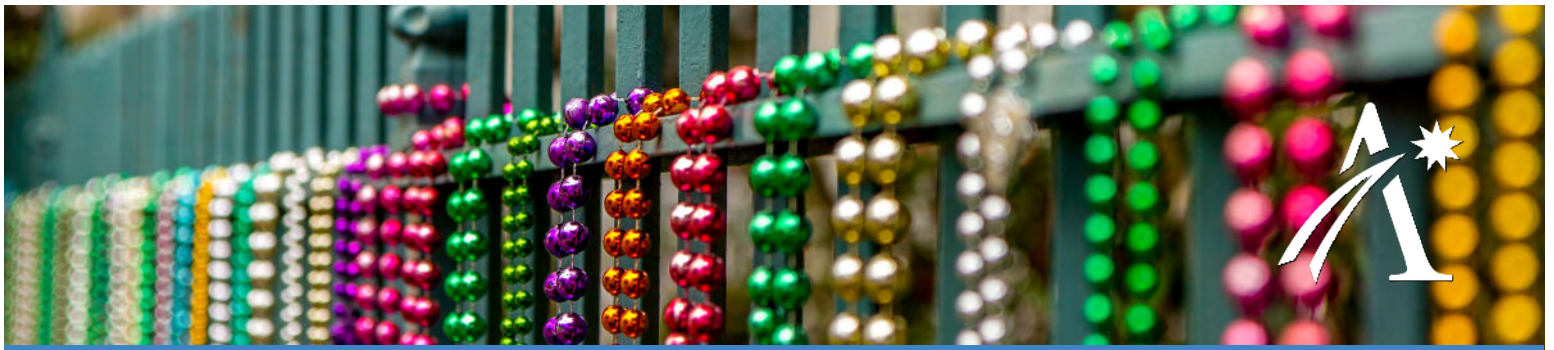
**LOGO DISPLAY AND LINK ON SYMPOSIUM WEBSITE:** Ruby Sponsor logos (largest, most prominent, full-color) are displayed on the Symposium website. Your logo is linked from the Symposium site to your organization's home page (or a specific URL of your choice).

**LOGO DISPLAY ON CONFERENCE MOBILE APP:** Ruby Sponsor logos (largest, most prominent, full-color) are prominently displayed on the conference mobile app.

**RECOGNITION ON CONFERENCE SIGNAGE:** Sponsor signage is placed throughout the conference. Logos are displayed in full color.

**CONFERENCE REGISTRATION MAILING LIST (ONE-TIME USE):** Ruby Sponsors are provided with a single use of the Symposium's final 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.

**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.

# Sapphire Sponsor Benefits

*$25,000 Contribution*

**PRESENTATION IN CONFERENCE BREAKOUT SESSION:** Sapphire Sponsors are permitted to host a one-hour presentation during breakout sessions (presentation pre-approval is required).

**COMPLIMENTARY EXHIBIT HALL SPACE:** Sapphire-level sponsorship provides a complimentary 10'x10' exhibit booth in a preferred location on the exhibit floor. Sapphire sponsors also have the option to purchase double (20'x20'), triple (30'x30') or quadruple (40'x40') booths. In each case, the complimentary booth will reduce the total cost. Please note that booths are assigned on a first-come, first-served basis.

**TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS:** Sapphire Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth, which include attendance at the Welcome Reception.

**FOUR COMPLIMENTARY REGISTRATIONS:** Four individuals from your organization receive full conference registrations and benefits to attend the Aurora Institute Symposium.

**SPECIAL CONFERENCE REGISTRATION PRICING:** Additional Sapphire Sponsor attendees are offered member pricing on conference registrations.

**LOGO DISPLAY ON REGISTRATION BAG:** Sapphire Sponsor logos (medium) are displayed on the registration bags provided to all conference participants.

**LOGO DISPLAY AND LINK ON SYMPOSIUM WEBSITE:** Logo display (large, full color) and link on symposium website. Sapphire 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 ON CONFERENCE MOBILE APP:** Sapphire Sponsor logos (large, full color) are prominently displayed on the conference mobile app provided to all participants.

**RECOGNITION ON CONFERENCE SIGNAGE:** Sponsor signage is placed throughout the conference. Logos are displayed in full color.

**CONFERENCE REGISTRATION MAILING LIST (ONE-TIME USE):** Sapphire Sponsors are provided with a single use of the Symposium's final 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.

**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.

# Emerald Sponsor Benefits

*$10,000 Contribution*

**PREFERRED SELECTION/PURCHASING OF EXHIBIT BOOTH(S):** Emerald Sponsors have the option to purchase a single (10'x10'), double (20'x20') or triple booth (30'x30') and are offered preferred locations when available. Please note that booths are assigned on a first-come, first-served basis.

**TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS:** Emerald Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth, which include attendance at the President's Welcome Reception.

**TWO COMPLIMENTARY CONFERENCE REGISTRATIONS:** Emerald sponsors receive two complimentary showcase space registrations for staff with each showcase space, which include attendance at the Welcome Reception.

**SPECIAL CONFERENCE REGISTRATION PRICING:** Additional Emerald Sponsor attendees are offered member pricing on conference registrations.

**LOGO DISPLAY ON SYMPOSIUM WEBSITE:** Emerald Sponsor logos (medium, full-color) are displayed on the Symposium website.

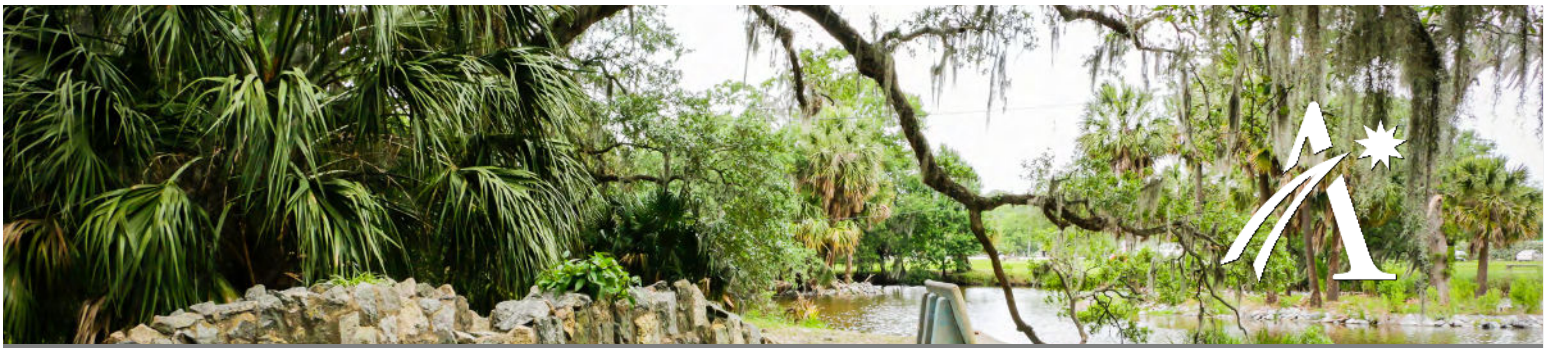**LOGO DISPLAY ON CONFERENCE MOBILE APP:** Medium-sized Emerald Sponsor logos are displayed in color on the conference mobile app.

**RECOGNITION ON CONFERENCE SIGNAGE:** Sponsor signage is placed throughout the conference. Logos are displayed in full color.

**CONFERENCE REGISTRATION MAILING LIST (ONE-TIME USE):** Emerald Sponsors are provided with a single use of the Symposium's final registration list (less registrants who choose to "opt out"), which include email addresses for a one-time marketing and promotional purpose.

**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.

# A La Carte Sponsorship Opportunities

**SOLE SPONSORSHIP OF WELCOME RECEPTION (LIMIT 1):** Sponsor receives sole recognition for sponsoring the Welcome Reception on Sunday evening including the company logo on a sign near the registration desk and at the front of the Exhibit Hall. The sponsor logo will be included on the conference app, and tabletop signage via table tents. ($50,000)

**SOLE SPONSORSHIP OF A NETWORKING LOUNGE AREA (2 AVAILABLE):** The sponsor receives sole logo recognition on a networking lounge area in the exhibit hall. Networking lounge topics are predefined by the Aurora Institute. These lounges are for networking, resting, and chatting. Please note that sponsored lounges are available on a first-come, first-served basis and include soft seating, a coffee table with sponsor branding, carpeting and a table tent with QR code linking to sponsor's landing page. ($15,000)

**SOLE SPONSORSHIP OF SYMPOSIUM WI-FI (LIMIT 1):** Sponsor receives sole recognition for sponsoring the conference Wi-Fi network including the company logo on a sign near the registration desk and at the front of the Exhibit Hall. The sponsor logo will be included in the Program Book (if received by the end of August; otherwise it will be in an addendum to the Program Book), on the conference app, and tabletop signage via table tents. ($15,000)

**SOLE SPONSORSHIP OF MOBILE APP (LIMIT 1):** Sponsor receives sole recognition for sponsoring the conference mobile app including the company logo on a sign near the registration desk and at the front of the Exhibit Hall. The sponsor logo will be included on the conference app, and tabletop signage via table tents. ($10,000)

**SOLE SPONSORSHIP OF A COFFEE BREAK (2 AVAILABLE):** Sponsor receives sole logo recognition for a coffee break via easel signage near the coffee and snacks in the food and beverage area of the exhibit hall. Sponsorship options include Sunday afternoon or Monday afternoon after the keynote. Please note these are offered on a first-come, first-served basis. ($7,500)

**SOLE SPONSORSHIP OF WATER BOTTLES (LIMIT 1):** Sponsors may provide each conference participant with a water bottle. These items are imprinted with your logo and the Aurora Institute logo. ($5,000)

**SOLE SPONSORSHIP OF LANYARDS (LIMIT 1):** Sponsor may provide the conference with badge lanyards. These items are imprinted with your logo and the Aurora Institute logo. ($3,000)

**SOLE SPONSORSHIP OF CONFERENCE PENS (LIMIT 1):** Sponsor may provide each conference participant with a pen. These pens (given at registration) can be imprinted with your organization's name and/or logo in addition to the Symposium logo. ($2,500)

# Sponsor Registration Form

Organization Name

Organization Website

We agree to sponsor the Aurora Institute's 2024 Symposium as a:

☐ **Diamond** Sponsor ($100,000+ Contribution)

☐ **Sapphire** Sponsor ($25,000 Contribution)

☐ **Ruby** Sponsor ($50,000 Contribution)

☐ **Emerald** Sponsor ($10,000 Contribution)

## AUTHORIZED REPRESENTATIVE

Name

Title

Organization Address

City

State

Zip

Phone

Fax

Email

## CONTACT FOR DELIVERY OF SPONSOR BENEFITS

Name

Title

Phone

Fax

Email

## 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

☐ Check - *Please make checks payable to Aurora Institute. Please note that the Aurora Institute is classified as a nonprofit, and this contribution may be tax deductible for your organization.*

☐ Purchase Order

**SEND CHECK PAYMENTS TO:**
Aurora Institute Symposium
2024 Sponsorships
1100 N. Glebe Road, Suite 1010, Arlington VA 22201

Authorized representative signature

Date

# Sponsorship Agreement

The 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 2024, henceforth known as "Event."

## THE SPONSORSHIP

Sponsor agrees to provide the 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 promotion.

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## CREDIT

In exchange for this sponsorship, the 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 the Aurora Institute, (unless special arrangements have been made), and that the required logos will be delivered via electronic mail to the 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 the Aurora Institute, and then only based upon the following refund policy. Prior to August 16, 2024, fifty percent (50%) of the total contribution will be refunded. After August 16, 2024, 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 the 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

# AURORA INSTITUTE

## 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.

1100 N. Glebe Road Arlington, VA 22201

ph. 703.752.6216

**www.aurora-institute.org**