

The logo for the Aurora Institute Symposium 2021 is centered on the page. It features the word "AURORA" in a large, white, serif font. The letter "O" is replaced by a white eight-pointed starburst. Above the "AURORA" text is a white graphic element consisting of a curved line that starts under the "A" and arches over the "O" and "R". Below "AURORA" is the word "INSTITUTE" in a smaller, white, sans-serif font. Underneath "INSTITUTE" is the word "Symposium" in a white, italicized, serif font. A thin white horizontal line is positioned below "Symposium".

AURORA INSTITUTE *Symposium*

OCTOBER 25-27, 2021 | VIRTUAL

“Leading Competency-Based Education Redesign”

2021 SPONSOR PROSPECTUS

aurora-institute.org/symposium2021/



About the Aurora Institute Symposium

Aurora Institute will convene 2,000+ attendees from across the nation at the virtual Aurora Institute Symposium on October 25-27, 2021. Two-thirds of conference attendees are school and district leaders actively implementing personalized, competency-based designs who are seeking products and services to support their work. The remaining attendees are technical assistance providers, non-profit stakeholders, policymakers, researchers, learning experts, and other education leaders.

Through the Aurora Institute Symposium, we deliver the leading conference for transforming education systems and personalized, competency-based learning for K-12 education practitioners and leaders, as evidenced by the tremendous growth in attendance annually from 400 attendees in 2005 to an expected 2,000+ attendees in 2021. The ultimate result is that these attendees return to their schools and districts to plan and launch new personalized, competency-based learning and student-centered approaches within 12-24 months of the conference. The Symposium is the premier conference to expose district and school leaders to new ideas, trends, products, and services. These learning and networking opportunities catalyze change and enable personalized, competency-based pathways and learner-centered educational ecosystems to flourish, as demonstrated in our Symposium attendee evaluations:

- » 97% reported the overall quality of the Symposium was excellent or good
- » 97% would attend a future Symposium
- » 97% would recommend the Symposium to a colleague
- » 94% increased their knowledge as a result of participating
- » “The Symposium’s keynotes and sessions have inspired me to rise up and take action.”
- » “The Symposium’s focus on personalized learning has propelled me as a school leader to work alongside our staff in support of personalized learning as a core goal of our school’s teaching and learning practices.”

Through keynotes and more than 55 sessions highlighting breakthrough practices and policies, the Symposium is designed to inspire attendees, equip them with new knowledge and best practices, and spark action by leaders to implement new learning designs. Session strands include: Shifting to Competency-Based Education; Transforming Education Systems; Designing New Learning Models/Redesign; Enabling Anytime/Anywhere Learning; Modernizing Professional Learning; and more.

Please join us as a sponsor of the Aurora Institute Symposium virtual event on October 25-27, 2021.

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 Aurora Institute Symposium marketing materials, such as our Symposium website, email blasts, program book, social media channels, and during keynote plenary sessions.
- Premier and Diamond sponsors receive 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.

Contact Aurora Institute’s Natalie Slocum at nslocum@aurora-institute.org or call 724-986-0276.

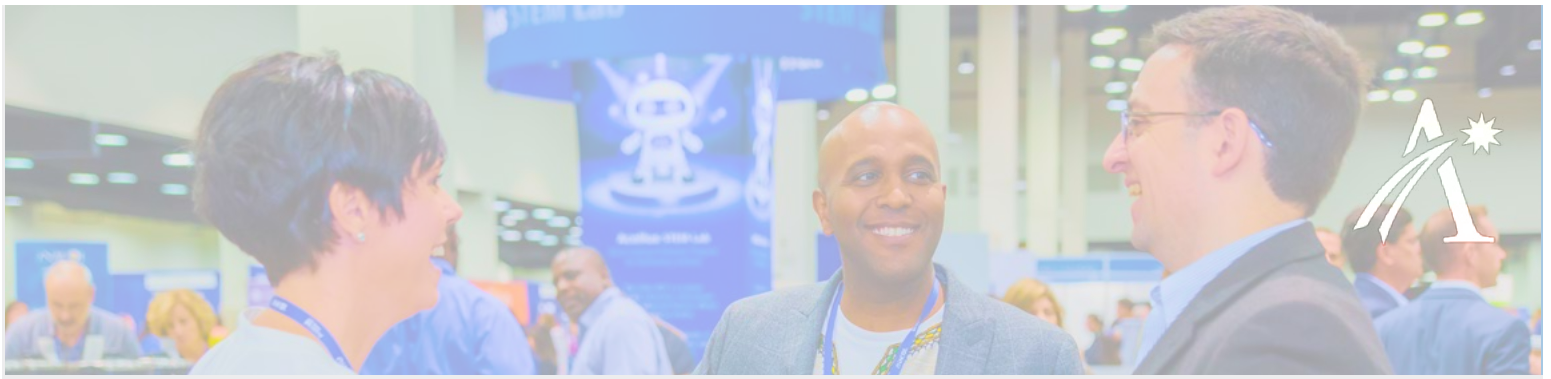
Attendee Profile

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 designs.



Summary of Sponsorship Levels and Benefits

BENEFITS	PREMIER \$50,000	DIAMOND \$25,000	EMERALD \$10,000	TOPAZ \$5,000
Website exposure: Your organization's branding is featured on the Symposium 2021 website sponsors' page.	● (logo & link)	● (logo & link)	● (logo)	● (logo)
Email exposure: Your organization's branding featured in a pre-event promotional email, which reaches 10,000+ education leaders.	● (logo & link)	● (logo & link)	● (logo)	● (logo)
Event exposure: Your logo displayed on the slideshows before each plenary session.	●	●	●	●
Program book exposure: Your organization's branding featured in the Symposium 2021 program book.	● (logo & link)	● (logo & link)	● (logo)	● (logo)
Complimentary registrations: Provide complimentary Symposium registrations for members of your team.	10	5	2	1
Conference Attendee List for Top Sponsors: Provide conference attendee mailing list (of attendees who opt in) for one-time e-mail marketing opportunity use by sponsor.	Postal & email addresses	Email addresses only		
Social media exposure: Mention organization in posts across Facebook, Twitter, and LinkedIn.	● 5 posts total	● 3 posts total	● 1 post total	



Premier Sponsor Benefits

\$50,000 Contribution

Premier sponsors receive the most prominent recognition throughout the Symposium including the following:

WEBSITE EXPOSURE:

Top tier (largest, most prominent, at top of web page, full-color) logo placement on the Aurora Institute Symposium 2021 website, along with a link to your organization's website.

EMAIL EXPOSURE:

Top tier (largest and most prominent) logo placement featured in a pre-event promotional email, along with a link to your organization's website. This eblast reaches 10,000+ education leaders.

EVENT EXPOSURE:

Top tier (largest and most prominent) logo placement featured on a slide at the beginning of each keynote plenary session.

PROGRAM BOOK EXPOSURE:

Top tier (largest, most prominent, at top of page) logo placement featured in the Symposium 2021 program book, along with a link to your organization's website, which is distributed as a downloadable PDF to all conference registrants.

COMPLIMENTARY REGISTRATIONS:

Ten individuals from your organization receive complimentary registrations and benefits to attend the full Aurora Institute Symposium, giving them access to the field's leading thinking around transforming education systems toward personalized, competency-based models.

EMAIL/POSTAL MARKETING OPPORTUNITY:

Your organization receives the conference attendee mailing list, including postal and email addresses of attendees who opt in. This is for a one-time marketing and promotional purpose. Mailings must be pre-approved by Aurora Institute.

SOCIAL MEDIA EXPOSURE:

Your organization will be mentioned in five posts total across Aurora Institute's Facebook, Twitter, and LinkedIn social media channels.



Diamond Sponsor Benefits

\$25,000 Contribution

Diamond sponsors receive prominent recognition throughout the Symposium including the following:

WEBSITE EXPOSURE:

Large, full-color logo placement on the Aurora Institute Symposium 2021 website, along with a link to your organization's website.

EMAIL EXPOSURE:

Large, full-color logo placement featured in a pre-event promotional email, along with a link to your organization's website. This eblast reaches 10,000+ education leaders.

EVENT EXPOSURE:

Large, full-color logo placement featured on a slide at the beginning of each keynote plenary session.

PROGRAM BOOK EXPOSURE:

Large, full-color logo placement featured in the Symposium 2021 program book, along with a link to your organization's website, which is distributed as a downloadable PDF to all conference registrants.

COMPLIMENTARY REGISTRATIONS:

Five individuals from your organization receive complimentary registrations and benefits to attend the full Aurora Institute Symposium, giving them access to the field's leading thinking around transforming education systems toward personalized, competency-based models.

EMAIL/POSTAL MARKETING OPPORTUNITY:

Your organization receives the email addresses of Symposium attendees who opt in. This is for a one-time marketing and promotional purpose. Mailings must be pre-approved by Aurora Institute.

SOCIAL MEDIA EXPOSURE:

Your organization will be mentioned in three posts total across Aurora Institute's Facebook, Twitter, and LinkedIn social media channels.



Emerald Sponsor Benefits

\$10,000 Contribution

Emerald sponsors receive recognition throughout the Symposium, including the following:

WEBSITE EXPOSURE:

Medium-sized, full-color logo placement on the Aurora Institute Symposium 2021 website.

EMAIL EXPOSURE:

Medium-sized, full-color logo placement featured in a pre-event promotional email. This eblast reaches 10,000+ education leaders.

EVENT EXPOSURE:

Medium-sized, full-color logo placement featured on a slide at the beginning of each keynote plenary session.

PROGRAM BOOK EXPOSURE:

Medium-sized, full-color logo placement featured in the Symposium 2021 program book, which is distributed as a downloadable PDF to all conference registrants.

COMPLIMENTARY REGISTRATIONS:

Two individuals from your organization receive complimentary registrations and benefits to attend the full Aurora Institute Symposium, giving them access to the field's leading thinking around transforming education systems toward personalized, competency-based models.

SOCIAL MEDIA EXPOSURE:

Your organization will be mentioned in one post total in one of Aurora Institute's Facebook, Twitter, and LinkedIn social media channels.



Topaz Sponsor Benefits

\$5,000 Contribution

Topaz sponsors receive recognition throughout the Symposium, including the following:

WEBSITE EXPOSURE:

Small, full-color logo placement on the Aurora Institute Symposium 2021 website.

EMAIL EXPOSURE:

Small, full-color logo placement featured in a pre-event promotional email. This eblast reaches 10,000+ education leaders.

EVENT EXPOSURE:

Small, full-color logo placement featured on a slide at the beginning of each keynote plenary session.

PROGRAM BOOK EXPOSURE:

Small, full-color logo placement featured in the Symposium 2021 program book, which is distributed as a downloadable PDF to all conference registrants.

COMPLIMENTARY REGISTRATION:

One individual from your organization receives a complimentary registration and benefits to attend the full Aurora Institute Symposium, giving them access to the field's leading thinking around transforming education systems toward personalized, competency-based models.



Sponsor Registration Form

ORGANIZATION NAME

ORGANIZATION WEBSITE

WE AGREE TO SPONSOR AURORA INSTITUTE'S 2021 SYMPOSIUM AS A:

- Premier Sponsor (\$50,000 Contribution)
- Diamond Sponsor (\$25,000 Contribution)
- Emerald Sponsor (\$10,000 Contribution)
- Topaz Sponsor (\$5,000 Contribution)

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

- 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.
- Purchase Order

SEND CHECK PAYMENTS TO:

Aurora Institute Symposium
 2021 Sponsorships
 1934 Old Gallows Road, Suite 350 Vienna, VA 22182

AUTHORIZED REPRESENTATIVE SIGNATURE

DATE



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 2021, 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 promotion.

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, 2021, fifty percent (50%) of the total contribution will be refunded. After August 15, 2021, 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 (2 PAGES) TO:

Natalie Slocum, *Strategic Partnerships Director* // Email: nslocum@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