



# ProLiteracy<sup>®</sup> CONFERENCE ON ADULT EDUCATION

SAN DIEGO, CALIFORNIA | SEPTEMBER 25-28

2019



## SPONSORSHIP BROCHURE

# PARTNER OPPORTUNITIES

Connect with influential educators, researchers, and companies working to advance adult learning at the 2019 ProLiteracy Conference on Adult Education in San Diego!

## About ProLiteracy

ProLiteracy is a global nonprofit professional development and membership organization dedicated to advancing adult literacy through our network of more than 500,000 learners, instructors, programs, and partners across all 50 states and throughout 25 countries. Visit ProLiteracy at [proliteracy.org](http://proliteracy.org) to learn more about our initiatives and impact.



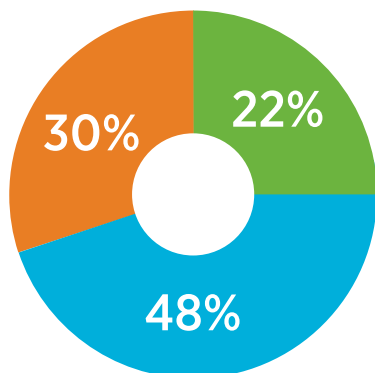
## About the Conference on Adult Education

The **2019 ProLiteracy Conference on Adult Education** will bring together 500 frontline adult education and literacy practitioners, professionals, and leaders from across the country September 25-28 in San Diego, CA. Participants will engage in a variety of workshops and interactive discussions on the topics of educational technology, workforce training, nonprofit/program management, adult basic education, English language learning, high school equivalency preparation, and more. This highly-regarded professional development and networking event offers the perfect opportunity for your organization to connect with influential industry leaders, while helping drive progress for adult learners.

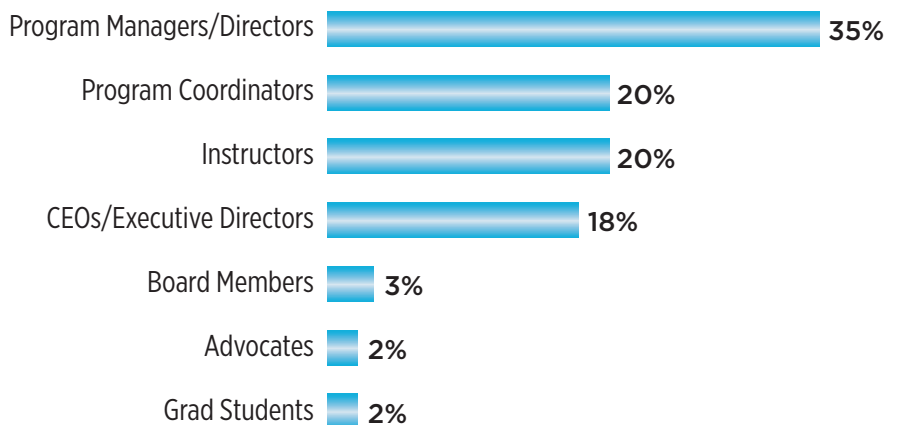
## WHO ATTENDS THE CONFERENCE ON ADULT EDUCATION?

### AGES

■ 18-34 ■ 35-54 ■ 55+



### ROLES







## WORTH THE INVESTMENT

# 99%

of our most recent conference attendees plan to attend the 2019 ProLiteracy Conference on Adult Education or recommend it to colleagues.

“ If one is employed in the world of adult literacy, this is the conference to attend. ”

- Heather Tovey, Literacy Specialist at Butte County Library

“ Bringing more staff next time! ”

- Ellen Osborne, Executive Director at Literacy Volunteers of Charlottesville/Albemarle

“ Best conference I have attended...in years! ”

- Darcey Mitschelen, Program Manager for Community Education at Elkhart Community Schools

“ As a sponsor/exhibitor, I was really impressed with the value I received for my investment and I was extremely happy with my interactions with ProLiteracy. I will definitely want to sponsor again in the future. ”

- Teri Walker, CEO at CommonTeri Services, Inc.

# 53%

of attendees are purchasing decision makers.

An additional

# 40%

are influential in that decision making process.



# 2019 PROLITERACY CONFERENCE ON ADULT EDUCATION SPONSORSHIP OPPORTUNITIES

## **\$50,000** - PRESENTING

As our Presenting Sponsor, your brand will be recognized as the host of our popular Awards Luncheon, sponsor four (4) conference scholarships, and receive prime visibility at conference and in all promotion.

## **\$25,000** - PARTNER

As the host of our well-attended Welcome Reception, your brand will help kick things off while receiving major visibility throughout conference and in all promotion.

## **\$12,000** - SAN DIEGO SUNSET CRUISE (OR 2 CO-SPONSORS AT \$6,000)

As the host of this special experience, you'll engage with guests in a memorable setting while your brand will be featured prominently on special event promotion and tickets.

## **\$10,000** - TRACK

Claim quality brand recognition when you sponsor a full-conference schedule of workshops and present or participate in a Featured Session related to a timely topic in adult education.

## **\$7,500** - NETWORKING HAPPY HOUR

Conference is all about networking! Stand out as the host of conference's happiest hour. Treat attendees to a complimentary cocktail with a drink ticket featuring your logo.

## **\$5,000** - APP

Build brand awareness while driving booth and site traffic with conference's primary information tool.

## **\$5,000** - COFFEE SERVICE

Conference attendees LOVE coffee! Let your brand be the hero as you keep people fueled during once daily services (Thursday, Friday, Saturday).

## **\$3,000** - PRE-CONFERENCE/FEATURED SESSION

Gain positive brand association and visibility as a key supporter/thought-leader at one of our deep-dive pre-conference workshops or main conference sessions.

**2 OF 6 FEATURED SESSIONS SOLD**

Look for the *microphone* image!  These packages include opportunities to address attendees.

*ProLiteracy works with our partners to create a sponsorship package that makes the most of your budget and achieves your goals.*

## **\$2,500** - BAGS

Have your logo featured on our durable conference bags—the perfect opportunity to make a first and lasting impression.

## **\$2,500** - CHARGING STATION

Boost your company's presence by helping attendees recharge and stay connected. Your branded phone charger station will be placed near your complimentary exhibit booth, ensuring steady traffic.

## **\$2,500** - LANYARD

Keep your brand front and center while attendees wear your exclusive lanyard throughout conference.

## **\$2,000** - SUNGLASSES

In sunny San Diego, all eyes will be on you as the provider of sunglasses featuring your brand's logo.

### **In addition, ALL sponsors at the \$2,000+ level receive:**

- One-time email to registered attendees highlighting sponsorship and the promotional message of your choice
- Complimentary exhibit space (optional) to include one 6-foot table in 8'x10' space
- Full-color ad within the conference program
- Listing and logo within the conference app
- One (1) 1-hour workshop (optional)
- Two (2) conference registrations

### **ADDITIONAL OPPORTUNITIES**

## **\$650** - EXHIBIT

Exhibit booths will be located within the main conference wing, ensuring steady traffic. This opportunity includes:

- One (1) registration
- One (1) 1-hour workshop (optional)
- Conference website, program, and app recognition
- A 6-foot table with access to Wi-Fi and power

**\*To become an Exhibitor, please complete and return the Exhibitor Application form.**

## **\$500+** - SCHOLARSHIPS

Be the brand that supports conference attendance for passionate literacy practitioners who want to take their skills to the next level. For every \$500 received, one scholarship covering registration and a small travel stipend will be awarded. Scholarship recipients will be selected by ProLiteracy.

*Commitments and artwork must be received by August 1, 2019, for inclusion in our conference program.*

**For more information, please contact Lara Pimentel at  
315.214.2573 | [lpimentel@proliteracy.org](mailto:lpimentel@proliteracy.org)**



# 2019 PROLITERACY CONFERENCE ON ADULT EDUCATION SPONSOR COMMITMENT FORM

## Contact Information

Company: \_\_\_\_\_

Name and Title of Sponsorship Coordinator: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## PARTNER OPPORTUNITIES

**Please select the opportunity of your choice**

		FEE
<input type="checkbox"/> Presenting	\$50,000 <b>SOLD</b>	_____
<input type="checkbox"/> Partner	\$25,000	_____
<input type="checkbox"/> San Diego Sunset Cruise	\$12,000 <i>(one sponsor)</i>	_____
	\$6,000 <i>(co-sponsor)</i>	_____
<input type="checkbox"/> Track	\$10,000	_____
<input type="checkbox"/> Networking Happy Hour	\$7,500	_____
<input type="checkbox"/> App	\$5,000 <b>SOLD</b>	_____
<input type="checkbox"/> Coffee Service	\$5,000	_____
<input type="checkbox"/> Pre-Conference/Featured Session	\$3,000	_____
<input type="checkbox"/> Bags	\$2,500 <b>SOLD</b>	_____
<input type="checkbox"/> Charging Station	\$2,500	_____
<input type="checkbox"/> Lanyard	\$2,500 <b>SOLD</b>	_____
<input type="checkbox"/> Sunglasses	\$2,000 <b>SOLD</b>	_____
<input type="checkbox"/> Exhibit <i>(*Please complete exhibitor application at <a href="http://proliteracy.org/conference">proliteracy.org/conference</a>)</i>	\$650	_____
<input type="checkbox"/> Scholarships	\$500 x _____ (#) =	_____

**For Sponsors at the \$2,000+ level:**

**TOTAL** \_\_\_\_\_

Yes, I would like a complimentary exhibit table  
*(\*Please complete exhibitor application at [proliteracy.org/conference](http://proliteracy.org/conference))*

## METHOD OF PAYMENT

Check payable to ProLiteracy  PO# \_\_\_\_\_

Credit Card  Visa  MasterCard  Discover  American Express

Credit Card#           Exp. Date \_\_\_\_\_

Security Code \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Cancellation Policy: There will be a \$100.00 processing fee for all cancellations received before September 1, 2019.  
No refunds will be issued after September 1, 2019.

**Mail to:** ProLiteracy Conference, Attn: Development, 101 Wyoming Street, Syracuse, NY 13204  
**Email to:** [lpimentel@proliteracy.org](mailto:lpimentel@proliteracy.org)

Questions? Contact Lara Pimentel at [lpimentel@proliteracy.org](mailto:lpimentel@proliteracy.org) or **315.214.2573**.

We look forward to working with you!