


SPONSORSHIP PROSPECTUS

October 14-16, 2020

Chicago, IL | Schaumburg Convention Center



SOCIAL & EMOTIONAL LEARNING
EXCHANGE 2020

hosted by 



LETTER FROM THE CEO



Dear Friend,

As we get ready to host the second SEL Exchange, I am thrilled to be a part of an event that is **impacting hundreds of millions of students worldwide**. With demand for SEL off the charts, now is the time to come together, share what we know, and anchor ourselves around quality and evidence. **Together, we can propel SEL forward to *change students' lives*.**

Sponsors play an integral role in the most action-inspiring and partnership-building event for SEL. Through the 2020 SEL Exchange, you can help more children receive the education they deserve.

As importantly, you can build brand awareness with the leading SEL practitioners and advocates: **1,500+ attendees from 48 states and 30 countries** and **50+ youth from key organizations**.

Join us toward a goal we all share: better school, work, and life opportunities for all students.

Thank you!

Karen Niemi | President & CEO

TESTIMONIALS

“This year was incredible and I learned **so much that is applicable** to my daily work and interactions.”

“The SEL Exchange has been **very powerful**. To someone who's looking to figure out how do they begin this work in their district or in their community, this is a great starting point. And for those who have been doing it for years, it's a great place to come together and connect, learn new ideas, and share your expertise of the work.”

“This was such a meaningful conference for me. I am very grateful to have been invited to present and I am excited to **build on the momentum** and the positive energy created at the SEL Exchange.”

“**We absolutely need a conference like this.** Bringing people together to learn, to grow, to be inspired, to take some time out just to breathe and reflect is critically important. There are tons of education conferences out there [...] and I think this is a great addition and continues to put CASEL as a beacon for what we should be doing in our schools and with our kids.”



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BY THE NUMBERS

94%

of attendees would be likely to attend the 2020 SEL Exchange

- Sold out in two months
- Waitlist of 1,000+ people
- 91% have new SEL knowledge and perspectives
- 91% found the content valuable in planning future efforts
- 93% satisfaction with opportunities to learn new insights



2019 ATTENDEES BY THE NUMBERS



1,500+
attendees from
30 countries and
48 states

400
superintendents
+/- district leaders

300
program and
assessment
providers

60
state staff
+/- official

50+
young
people

250
classroom
teachers and
school staff

The Exchange is for state, district and school leaders, educators and practitioners, researchers and scholars, policy-shapers, and funders, as well as parents and youth.

THANK YOU TO 2019 SPONSORS



Champion Sponsor



Lead Sponsor



Presenter Sponsor

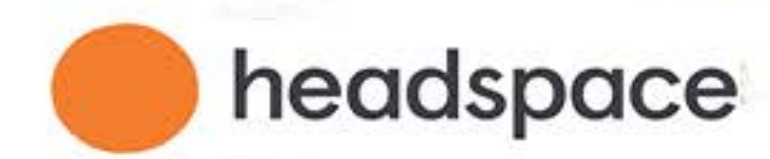


Advocate Sponsor



LEFKOFSKY FAMILY FOUNDATION

Supporter Sponsor



EVENT DETAILS



- **The largest national SEL conference** to give students an education that helps them understand themselves, build healthy relationships, and make good decisions.
- **Unique, timely opportunity** for those committed to the success of all students.
- By virtue of CASEL's position, visibility, and long-standing relationships, we **attract some of the world's most innovative voices** to present and participate.

10 MONTHS OF VISIBILITY AND PROMOTION

- Build awareness for your brand with leading SEL practitioners and advocates from **now through October 2020**.
 - 10 months of visibility and promotion
 - Connect with SEL decision-makers
 - Reach new audiences across key digital and social platforms

Sponsorship Levels

- CHAMPION >
- LEAD >
- PRESENTER >
- ADVOCATE >
- SUPPORTER >

	Champion \$250,000	Lead \$100,000	Presenter \$50,000	Advocate \$25,000	Supporter \$10,000
Speaking opportunity during the SEL Exchange	Introduction				
Pre-conference blog and/or webinar (promoted to 28k+ SEL leaders)					
Logo on all conference attendee badges					
Mobile app push notification to all attendees	2 push notifications	push notification			
Opportunity to curate a sponsored breakout session					
Promotional posts on all SEL Exchange social media channels	3	1			
Online registration opportunity for attendees to request meeting during conference					
Recognition in a press release (30+ media outlets)					
Logo recognition in event-related emails (28k+ SEL leaders)					
Access to digital attendee list					
Recognition on digital billboards					
Branding on attendee bags					
Two complimentary exhibitor booths (+ 4 passes)	prominent space	prominent space			
Promotional ad in conference program	inside cover	full page	half page	half page	
Opportunity to include promotional item in attendee bags					
Sponsorship mentions on social media	4	3	2		
Recognition at all-attendee conference sessions	verbal	verbal			
Logo on website (14,000 visits/month)					
Recognition in all event-related emails (28k+ SEL leaders)					
Recognition on day-of signage	step and repeat	step and repeat			
Recognition on mobile app					
Complimentary conference registration	8	6	4	2	1

*One sponsor at this level

SPONSORSHIP LEVELS

CHAMPION



LEAD



PRESENTER



ADVOCATE



SUPPORTER



PRE-CONFERENCE

- **Blog +/or webinar*** shared with 28k+ SEL Champions
- **Logo recognition** in monthly event-related emails and website (14k views/month)
- **Lead generation** during online registration where attendees can request a meeting
- **3 promotional social media posts and 4 social mentions** to 20k+ followers
- Recognition in **press release(s)**

DURING THE CONFERENCE

- **8** complimentary registrations
- **Introduction*** on the main stage (3-5 mins)
- **One curated breakout session** on a topic of your choice
- Two prominent, complimentary **exhibitor booths** (with 4 registration passes)
- **Logo recognition** on conference attendee badges,* bags, digital and print billboards, the step and repeat, and mobile app
- **Verbal and logo recognition** at all-attendee sessions
- **Two mobile push notifications** to all attendees
- **Full-page, inside cover ad** in conference program
- **Promotional item** in attendee bags

POST CONFERENCE

- Access to the **digital attendee list**
- Exposure on **post-conference marketing:** website, social media, emails, videos

SPONSORSHIP LEVELS

CHAMPION >

LEAD >

PRESENTER >

ADVOCATE >

SUPPORTER >

PRE-CONFERENCE

- **Logo recognition** in monthly event-related emails and website (14k views/month)
- **Lead generation** during online registration where attendees can request a meeting
- **1 promotional social media post and 3 social mentions** to 20k+ followers
- Recognition in **press release(s)**

DURING THE CONFERENCE

- **6 complimentary registrations**
- **One curated breakout session** on a topic of your choice
- Two prominent, complimentary **exhibitor booths** (with 4 registration passes)
- **Logo recognition** on attendee bags, digital and print billboards, the step and repeat, and mobile app
- **Verbal and logo recognition** at all-attendee sessions
- **Full-page ad** in conference program
- **Promotional item** in attendee bags

POST CONFERENCE

- Access to the **digital attendee list**
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CHAMPION >

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PRE-CONFERENCE

- **Logo recognition** in monthly event-related emails and website (14k views/month)
- **Lead generation** during online registration where attendees can request a meeting
- **2 social media mentions** to 20k+ followers
- Recognition in **press release(s)**

DURING THE CONFERENCE

- **4** complimentary registrations
- Two prominent, complimentary **exhibitor booths** (with 4 registration passes)
- **Logo recognition** on attendee bags, digital and print billboards, and mobile app
- **Half-page ad** in conference program
- **Promotional item** in attendee bags
- **Recognition** at all-attendee sessions

POST CONFERENCE

- Access to the **digital attendee list**
- Exposure on **post-conference marketing:** website, social media, emails, videos

SPONSORSHIP LEVELS

CHAMPION >

LEAD >

PRESENTER >

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PRE-CONFERENCE

- **Recognition** in monthly event-related emails to 28k+ SEL leaders
- **Social media mention** to 20k+ followers
- **Logo recognition** on the website (14k views/month)

DURING THE CONFERENCE

- **2** complimentary registrations
- Two prominent, complimentary **exhibitor booths** (with 4 registration passes)
- **Logo recognition** on attendee bags, digital and print billboards, and mobile app
- **Half-page ad** in conference program
- **Promotional item** in attendee bags
- **Recognition** at all-attendee sessions

POST CONFERENCE

- Access to the **digital attendee list**
- Exposure on **post-conference marketing**

SPONSORSHIP LEVELS

CHAMPION >

LEAD >

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PRE-CONFERENCE

- **Recognition** in monthly event-related emails to 28k+ SEL leaders
- **Social media mention** to 20k+ followers
- **Logo recognition** on the website (14k views/month)

DURING THE CONFERENCE

- **1** complimentary registration
- **Logo recognition** on digital and print billboards and the mobile app
- **Promotional item** in attendee bags
- **Recognition** at all-attendee sessions

POST CONFERENCE

- Exposure on **post-conference marketing**

LEARN MORE: selexchange.casel.org

You can help ensure the next generations of leaders and citizens develop the ability to understand themselves, build healthy relationships, and make good decisions.

If you are interested in supporting or learning more, please contact CASEL's Vice President of External Affairs [Shannon Babcock at Sbabcock@casel.org](mailto:Sbabcock@casel.org)



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