



LITERACY & JUSTICE FOR ALL



The Oakland Literacy Coalition's 3rd Annual Symposium
March 1-2, 2024

2024 SPONSORSHIP OPPORTUNITIES

LITERACY & JUSTICE FOR ALL

Learn.
Strategize.
Elevate.
Collaborate.

A multi-day in-person conference for literacy leaders across the field to learn together, to build & deepen relationships, & to understand & identify priorities in policy developments — always centering our students.

WORKSHOPS ✱
SOCIAL MIXERS ✱
FIELD STRENGTHENING ✱
PROFESSIONAL RENEWAL ✱
BEST PRACTICES & TOOLS ✱

1ST YEAR LAUNCHED VIRTUALLY,
2ND YEAR CONTINUED IN PERSON,
3RD YEAR GROWING IN RESPONSE TO NEED.

IN 2024, WE ARE PLANNING FOR:

400

REGISTRANTS

18

**WORKSHOPS
& PLENARY
SESSIONS**

40

**SPEAKERS &
PRESENTERS**

YOUR SUPPORT IN 2024 WILL

CREATE IMPACT AROUND LITERACY:



- Deepen commitment to literacy as a community priority.
- Provide educators time, training, tools, & support necessary to implement best practices for best outcomes.
- Invest in long-term academic success across all student demographics, with its profound societal implications.
- Strengthen collaborative dialogue necessary to creating lasting change.

GENERATE VALUE FOR YOUR BUSINESS:



- Direct access to in-person audience of 400 regional leaders and changemakers, and exposure to an online audience of thousands of leaders in education, media, social services, and government.
- Recognition as a leader for critical community change.
- Demonstrable investment in community qualities important to employees & families.



SPONSORSHIP OPPORTUNITIES

	<div>HEADLINE</div> <div>\$25,000+</div>	<div>PREMIER</div> <div>\$15,000</div>	<div>GOLD</div> <div>\$10,000</div>	<div>SILVER</div> <div>\$5,000</div>	<div>BRONZE</div> <div>\$2,500</div>
Complimentary Symposium registrations	5	4	3	2	1
Feature in event marketing communications	✓	✓	✓	✓	✓
Ad in program booklet	Full-page Ad	Half-page Ad	Half-page Ad	Quarter-page Ad	Logo only
Inclusion in swag bags	Branded item	Branded item	Branded item	Coupon/Flyer	Coupon/Flyer
Recognition during event	Verbal Print + Digital	Print + Digital <i>Prime Placement</i>	Print + Digital	Digital <i>Email, Social, Web</i>	Digital <i>Web</i>
Interactive engagement opportunity during Symposium	✓	✓	✓		
Conference room presenting sponsor	✓	—	5 available		
Branded onsite activation sponsorship	✓	2 available			



LET'S TALK

SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO FIT YOUR NEEDS

ADAM LUCHS

Sponsorship Sales

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