

Dear Advance CTE Partners:

We invite you to join us for our virtual 2021 Spring Meeting, to be held April 14 and 15, 2021. While this meeting will be held virtually, we will continue to offer the same high-quality meeting experience you have come to associate with Advance CTE events, with a commitment to building community, robust content that leads the Career Technical Education (CTE) field and ample opportunities to network with state CTE leaders.

After nearly nine months of delivering member value and professional learning opportunities virtually, the CTE community trusts Advance CTE to deliver a first-in-class, meaningful, educational and empowering virtual Spring Meeting. Attendees consistently rate Advance CTE webinars four out of five stars in terms of applicability to their work and takeaway value; our Spring Meeting will be no different. We are looking forward to your partnership to help make it happen.

Each year, we are proud to have State CTE Directors from nearly all states at our Spring Meeting, which gives partners like you unique access to these key state decision makers and influencers. Our meeting sponsorship packages offer you an opportunity to connect with this important audience via video, email, social media, and this year, video chat and even co-hosting a breakout session with a state! Past meeting sponsors have overwhelmingly rated their experience and sponsorship benefits as valuable, and we hope you will join us this year.

Our sponsorship packages are designed to provide myriad ways for you to share your resources, services and materials with state CTE leaders from across the country. We also offer additional flexibility to help you craft a package that best suits your needs with our a la carte options. Boost your name recognition and connect with states in new and different virtual ways. Choose a sponsor package and the a la carte add-ons that meet your needs! Please contact me to discuss these opportunities at any time.

The deadline to respond to these amazing sponsorship opportunities is March 15, 2021. Thank you for your work on behalf of the CTE community!

Sara Gassman  
Senior Associate, Member Engagement & Professional Learning  
Advance CTE  
[sgassman@careertech.org](mailto:sgassman@careertech.org)

P.S. A little more information on how our virtual meeting will work:

- Meeting content will primarily be delivered live, in real time, with an emphasis on attendee participation.
- To accommodate attendees from across the entire country, programming will be held between noon and five p.m. Eastern.
- Meeting registration opens in late January 2021.
- Stay tuned to [careertech.org/spring-meeting](https://careertech.org/spring-meeting) for up-to-the minute announcements about the 2021 Spring Meeting!

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*

**A note on this Sponsor Benefits Guide:**

Our sponsor benefits are listed in various formats:

- At-a-glance in table form, to help you compare benefits across the various sponsorship levels; and
- In greater detail in list form, to communicate the reach, impact and value of each unique sponsor benefit.

**How to Sponsor the Advance CTE 2021 Virtual Spring Meeting**

1. Review our sponsor packages – Silver, Gold, Platinum or Diamond in the table or in list form below. Choose the best fit for your organization. As the levels progress, they offer an increasing amount of exposure and public recognition.
2. Maximize your visibility by adding a la carte options to your sponsorship package (Gold-level or higher; discounted a la carte rates offered for Platinum- and Diamond-level sponsors).
3. Complete the [DocuSign Agreement](#) no later than **March 15, 2021**.

<b>Sponsor Level Benefits</b> <i>See bulleted lists for more details</i>	<b>Silver</b> <b>\$1,000</b>	<b>Gold</b> <b>\$3,750</b>	<b>Platinum</b> <b>\$5,500</b>	<b>Diamond</b> <b>\$8,000</b>
Social Media shout out	◆	◆	◆	◆
Your organization’s logo on event website homepage that links to sponsor website	◆	◆	◆	◆
Recognition by Advance CTE’s President during the opening general session	◆	◆	◆	◆
Virtual Sponsor Booth: Designated web page with virtual collateral on event website (details below)		◆	◆	◆

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*

Submit a guest post for the <a href="#">Learning that Works for America</a> blog		◆	◆	◆
Complimentary meeting registration <i>Each registration is a \$350 value</i>		◆ (1)	◆ (2)	◆ (3)
Sponsor-created PowerPoint slide shown on rotation during breaks			◆	◆
Email to registered attendees (HTML text and images)			◆	◆
Push notification via event website to registered attendees (details below)			◆	◆
Discounted rate on a la carte sponsorship opportunities			◆ (10%)	◆ (20%)
Attendee list				◆
Email to registered attendees (with video)				◆
Banner ad displayed on event web page				◆

Please submit your intent to sponsor via online form by March 15, 2021.

Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).

Video message played during general session (2 minutes in length)				
---	--	--	--	---

The above benefits are provided in list form and with additional information for review below.

**Silver - \$1,000**

- Social Media Shout Out
  - Two Tweets (one per meeting day) from @CTEWorks that include your Twitter handle recognizing your organization’s support of the meeting
- Your organization’s logo on event website homepage that links to your website
- Recognition by Advance CTE’s President during the opening general session

**Gold - \$3,750**

- Social Media Shout Out
  - Two Tweets (one per meeting day) from @CTEWorks that include your Twitter handle recognizing your organization’s support of the meeting
- Your organization’s logo on event website homepage that links to your website
- Recognition by Advance CTE’s President during the opening general session
- Your own Virtual Sponsor Booth:
  - Similar to an in-person booth in that it allows you to meet virtually with attendees before and after the meeting sessions, as well as during all breaks.
  - Add handouts for attendees to view and download, add videos, and even schedule appointments. What makes this sponsor booth even better are built-in video and audio capabilities so that you can meet face-to-face virtually with the attendees.
- Submit a guest post for the [Learning that Works for America](#) blog
  - Limit of 350 words and one image or logo
- One complimentary meeting registration (\$350 value)
  - Full access to all public meeting sessions (plenaries and breakouts, including Problems of Practice roundtables) for one individual

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*

## Platinum - \$5,500

- Social Media Shout Out
  - Two Tweets (one per meeting day) from @CTEWorks that include your Twitter handle recognizing your organization's support of the meeting
- Your organization's logo on event website homepage that links to your website
- Recognition by Advance CTE's President during the opening general session
- Your own Virtual Sponsor Booth:
  - Similar to an in-person booth in that it allows you to meet virtually with attendees before and after the event programming, as well as during all breaks.
  - Add handouts for attendees to view and download, add videos, and even schedule appointments. What makes this sponsor booth even better are built-in video and audio capabilities so that you can meet face-to-face virtually with the attendees.
- Submit a guest post for the [Learning that Works for America](#) blog
  - Limit of 350 words and one image
- Two complimentary meeting registrations (\$700 value)
  - Full access to all public meeting sessions (plenaries and breakouts, including Problems of Practice roundtables) for two individuals
- Sponsor-created PowerPoint slide (one slide) to be shown on rotation during two breaks per meeting day (a total of four times throughout the meeting)
  - A slideshow of all sponsor slides will be displayed during two breaks per meeting day
  - Slide template and guidelines will be provided
- Email to registered attendees (HTML text and images) ahead of the Meeting
  - Advance CTE will share an email template which will include word count limitations and image sizes
  - Advance CTE will send the email to attendees
- Push notification via event platform to registered attendees with reminder to visit your sponsor page
  - Limited character count
  - Advance CTE will approve the text and schedule the push notification
- Discounted rate on a la carte sponsorship opportunities (10%)

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*

## **Diamond - \$8,000**

### ***Four Diamond-Level Sponsorships available!***

- Social Media Shout Out
  - Two Tweets (one per meeting day) from @CTEWorks that include your Twitter handle recognizing your organization's support of the meeting
- Your organization's logo on event website homepage that links to your website
- Recognition by Advance CTE's President during the opening general session
- Your own Virtual Sponsor Booth:
  - Similar to an in-person booth in that it allows you to meet virtually with attendees before and after the event programming, as well as during all breaks.
  - Add handouts for attendees to view and download, add videos, and even schedule appointments. What makes this sponsor booth even better are built-in video and audio capabilities so that you can meet face-to-face virtually with the attendees.
- Submit a guest post for the [Learning that Works for America](#) blog
  - Limit of 350 words and one image
- Three complimentary meeting registrations (\$1050 value)
  - Full access to all public meeting sessions (plenaries and breakouts, including Problems of Practice roundtables) for three individuals
- Sponsor-created PowerPoint slide (one slide) to be shown on rotation during two breaks per meeting day (a total of four times throughout the meeting)
  - A slideshow of all sponsor slides will be displayed during two breaks per meeting day
  - Slide template and guidelines will be provided
- Email to registered attendees (HTML text and images) ahead of the Meeting
  - Advance CTE will share an email template which will include word count limitations and image sizes
  - Advance CTE will send the email to attendees
- Push notification via event platform to registered attendees with reminder to visit your sponsor page
  - One push notification per sponsor per meeting day
  - Limited character count
  - Advance CTE will approve the text and schedule the push notification.
- Discounted rate on a la carte sponsorship opportunities (20%)
- Attendee list
- Email to registered attendees (with video) ahead of the Meeting
  - Sponsor provides raw video file and publicly hosted link
  - Sponsor provides thumbnail image of video

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*

- Advance CTE will provide an email template including specs for thumbnail and video
- Advance CTE sends the email to attendees
- Video not to exceed 15 minutes
- Banner ad displayed on event web page
  - Sponsor to design, Advance CTE to approve
  - Advance CTE will share design specifications
- Video played during one of four general/plenary sessions
  - Video maximum of two minutes in length
  - Video placement determined by order of sponsorship agreement execution

**A la Carte Sponsorship Opportunities**

*Available to Gold-level Sponsors and Higher*

<b>A LA CARTE OPTION</b>	<b>BENEFIT DESCRIPTION</b>	<b>COST</b>
Lead a breakout session with a state	<p>Have a success story you'd like to share with all states? Co-present a 45-minute breakout session with a state CTE leader who is using your product to deliver high-quality CTE in their state. Session proposals should be submitted for Advance CTE approval within one week of completing sponsorship agreement. This is an unprecedented opportunity to get on the agenda of the Spring Meeting!</p> <p>Two available. Advance CTE will schedule this session.</p>	\$6,500
Create your own experience for attendees (e.g. branded after-hours cooking or mixology class)	Missing those coffee breaks and cocktail receptions? Help bring a little fun and a new skill to attendees in a special add-on meeting event - the only networking happy hour style session this year!	\$5,000 + actual cost of activity

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*

	One available, scheduled for 5:30 - 6:15 pm ET, April 14	
Demo video during meeting break	<p>Share a video that showcases your organization during a break between sessions, and a link for attendees to visit your sponsor page to video chat with you and learn more about your services.</p> <p>Videos cannot exceed 10 minutes in length.</p> <p>Two available. Advance CTE will select sponsor video placement.</p>	\$5,000
Sponsor a breakout session block	<p>Support Advance CTE members in connecting with each other and the latest in CTE by sponsoring a breakout session block. You will be acknowledged on the meeting schedule and at the start of each of the five sessions in the block with a personalized introduction and 45-second video playback. Sponsors will be assigned a breakout session block and do not have influence over the content of the breakout sessions in that block.</p> <p>Four available.</p>	\$3,000 for one breakout session block (includes five concurrent sessions)
Materials in swag box mailed to registered attendees	<p>Surprise attendees with a gift at their door pre-meeting! Have your branded swag or other items of use boxed and shipped to all attendees in the mail. Bring a smile to their faces and ensure your gift is the talk of the meeting! Send up to one swag item and one paper product (i.e. flyer, brochure or 1-pager). Sponsor should indicate the item they wish to send on sponsor intent form.</p> <ul style="list-style-type: none"> <li>● Dimensions of swag item: 6 x 4.5 x 3 inches limit in size</li> <li>● Dimensions of 1-pager/fact sheet/postcard: One standard size</li> </ul>	\$1,500 + swag

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*



	<p>brochure (8.5x11); postcard (5x6); 1-pager (8.5x11)</p> <ul style="list-style-type: none"> <li>• Suggestions for a swag item include a fask mask, small notebook, USB cord. Please no water bottles or anything large.</li> <li>• All materials must arrive at the shipping center on or before March 22, 2021</li> <li>• Please indicate the item(s) you wish to include in the box on your sponsor intent form and Advance CTE must approve</li> <li>• Items must be in compliance with <a href="#">USPS Shipping Restrictions</a></li> </ul> <p>Four available, act quickly to secure!</p>	
Virtual Swag Bag	Pop into attendees' inboxes with a friendly note and fun virtual gift to help them enjoy the meeting even more. Consider sending an e-gift card for a meal delivery service or online retailer.	\$1,000 + swag

*Please submit your intent to sponsor via online form by March 15, 2021.*

*Questions? Contact Sara Gassman, [sgassman@careertech.org](mailto:sgassman@careertech.org).*