



# **SPONSOR AND EXHIBITOR PROSPECTUS**

**57<sup>th</sup> Annual Financial Literacy and Economic Education Conference**

**October 5<sup>th</sup>-6<sup>th</sup>, 2018**

Atlanta, Georgia



## Invitation to Conference Sponsors

The Council for Economic Education (CEE) is the leading non-profit organization in the United States that focuses on the economic and financial education of students in grades K-12. We invite you to be a part of the **57th Annual Financial Literacy and Economic Education Conference on October 5<sup>th</sup>-6<sup>th</sup> in Atlanta, Georgia.**

In making a commitment to become a sponsor, your organization will receive high-profile exposure and be positioned as a supporter of economic and financial literacy in our schools today.

*Engaging with CEE allows organizations to meet their marketing objectives and build relationships with K-12 decision-makers and teachers at a district and school level. You will also gain valuable insight about economic and financial literacy and the latest trends in schools and classrooms across the country.*

CEE's conference brings together K-12 educators, local CEE affiliates from across the country, Federal Reserve partners, and other influencers in this field.

The conference features a diverse selection of K-12 professional development workshops on economic and financial literacy to meet the needs of teachers throughout the country. In addition to the workshops, outstanding speakers address current economic and financial topics to enable educators to bring these perspectives back to their classrooms. The conference also features special roundtable sessions led by master teachers to discuss shared issues and successes, and informal opportunities for networking.

### Did you know?

- The 2017 Conference attracted **nearly 600 attendees**, including over **288 K-12 classroom teachers, school administrators, and economic educators from 36 states and 13 countries.**
- **100% of teachers** who attended CEE's annual conference would recommend the conference to a colleague
- **96% of attendees** are using information and resources gained at the conference six months later

# Sponsorship Levels and Benefits

Conference Sponsor Tiers	Presenting (Exclusive)	Platinum	Gold	Silver
<b>Quantity</b>	<b>1</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>
<b>Sponsorship Price</b>	<b>\$75,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$15,000</b>
Company name and web link on CEE website, in CEE Educator Teaching Opportunity e-newsletter (November), and in other conference marketing campaigns executed by CEE	✓	✓	✓	✓
Company logo prominently displayed in the conference program and on conference signage	✓ Top billing and links to website	✓	✓	✓
Promotional material inserted in conference bag	✓	✓	✓	✓
Complimentary conference registrations	6	4	2	1
Social media mentions on CEE's Facebook, Twitter, and LinkedIn	6x	6x	3x	1x
Sponsorship badge to place on company's website year-round	✓	✓	✓	✓
Scholarships for teachers to attend the conference	8	6	4	2
Volunteer opportunities for company employees to interact with teachers, CEE affiliates and other attendees	✓	✓	✓	✓
Exhibit table	✓ (Prominent Location)	✓ (Prominent Location)	✓	✓
Sponsored blog posts	3x	1x	1x	
Opportunity to conduct a conference session	✓	✓		
1-full page Ad in the conference program	✓ (plus program cover swipe)	✓	✓	
1x custom email to Conference attendees	✓	✓		
Banner ad sponsorship on EconEdLink for 1 month (October) <i>Approximately 120,000 impressions</i>	✓			
Representative to provide remarks at the Opening Plenary Session	✓			
Company logo imprinted on hotel keycards and conference bag	✓			

# National Teacher Scholarship Opportunities

Help us to honor and to bring more teachers to the Atlanta Conference for a memorable and invaluable experience! The National Teacher Scholarship includes: the conference registration fee, travel costs (limited to \$500), hotel and all meals not provided by the conference.

Teacher Scholarship Sponsor Tiers	National Teacher Awards Scholarship	Teacher "Champion" Scholarship	Teacher "Leader" Scholarship	National Per Teacher Scholarship
<b>Quantity</b>	<b>1</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>
<b>Package Price</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$2,500</b>
Support the three National Teacher Award Winners at the elementary, middle and high school level to receive an all-expense paid trip to Atlanta, Georgia to attend the Annual Conference and Award Ceremonies, including Monetary Honorarium.	✓			
Exclusive access to the three winning teachers in a private setting, individual and group photo opportunities with the teachers and company representative	✓			
Complimentary conference registrations	4	2	1	
Company logo included in conference program and signage	✓	✓	✓	
Promotional material/product inserted in conference bag	✓	✓	✓	
Support teachers' scholarships to attend the annual conference; receive notes from scholarship recipients with their experiences	3	8	5	1
Company name and web link on CEE website, via CEE social media (e.g. Facebook, Twitter, LinkedIn), in CEE Educator Teaching Opportunity e-newsletter (November), and in other email campaigns promoting the conference	✓	✓	✓	
Exhibit Table	✓	✓		

## Georgia and Regional Teacher Scholarship Opportunities

Help us to honor and to bring more Georgia and Regional teachers to the conference for a memorable and invaluable experience! The Regional Teacher Scholarship includes: conference registration fee, travel costs (limited to \$250), hotel and all meals not provided by the conference. The Georgia Commuter Scholarship includes: conference registration fee, substitute teacher fee, travel costs (up to \$75), and all meals not provided by the conference.

Teacher Scholarship Sponsor Tiers	Regional Teacher Bundle	Regional Per Teacher	Georgia Commuter Teacher Bundle	Georgia Commuter Per Teacher
<b>Quantity</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>	<b>Unlimited</b>
<b>Package Price</b>	<b>\$7,500</b>	<b>\$1,750</b>	<b>\$5,000</b>	<b>\$1,000</b>
Support teachers' scholarships to attend the annual conference; receive notes from scholarship recipients with their experiences	4	1	6	1
Company name and web link on CEE website	✓		✓	
Company name and web link on CEE via CEE social media (e.g. Facebook, Twitter, LinkedIn)	✓		✓	
Company name and web link in CEE Educator Teaching Opportunity e-newsletter (November), and in other email campaigns promoting the conference	✓		✓	
Company name under our Donor Honor Roll in conference Program	✓	✓	✓	✓
Promotional material/product inserted in conference bag	✓		✓	

# Event Sponsorship

Get in front of educators by sponsoring events. It's the perfect opportunity to position your brand as a supporter of education and is a unique way to interact with attendees outside of the sessions. And, you may choose to enhance the event with additional branding.

Event Sponsorships Include	Affiliates' Luncheon	Teachers' Luncheon	Teachers' Breakfast	Refreshment Breaks
<b>Dates</b>	<b>4-Oct</b>	<b>6-Oct</b>	<b>Oct 5 or 6</b>	<b>Oct 5-6</b>
<b>Quantity</b>	<b>1 avail.</b>	<b>2 avail.</b>	<b>2 avail.</b>	<b>4 avail.</b>
<b>Sponsorship Price</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$7,500</b>
<b>Event Description</b>	Luncheon to recognize state affiliates	Luncheon to recognize teachers' Excellence	Breakfast for all teacher attendees	Refreshments for all conference attendees between sessions
Company name and web link on CEE website, in CEE Educator Teaching Opportunity e-newsletter (November), and in other conference marketing campaigns executed by CEE	✓	✓	✓	✓
Company logo included in conference program and signage, and displayed at event	✓	✓	✓	✓
Promotional material/product inserted in conference tote bag	✓	✓	✓	
Complimentary registrations	2	2	1	1
Provide welcome remark at sponsored event when applicable	✓	✓	✓	
VIP seating at event when applicable	✓	✓	✓	
1x dedicated sponsored blog post on CEE website and custom email to Conference attendees				

# Teachers' Roundtables Sponsorship

Sponsor the elementary, middle or high school Teacher Roundtables where fellow teachers meet to share how they tackle the challenges of economic education and financial literacy with K-12 students.

Roundtable Sponsorships Include	5-6 Oct-18
<b>Quantity</b>	<b>3 avail.</b>
<b>Sponsorship Price</b>	<b>\$5,000</b>
Company name and web link on CEE website, in CEE Educator Teaching Opportunity e-newsletter (November), and in other conference marketing campaigns executed by CEE	✓
Company logo included in conference program and signage, and displayed at event	✓
Promotional material/product can be distributed at roundtables	✓
Complimentary registration	1
Provide welcome remark at sponsored event when applicable	✓

# Conference Program Print Ads

The Conference Program will be distributed to over 400 conference participants, mailed to CEE's major supporters, and a PDF version will be made available on CEE's website and EconEdLink (approximately 120,000 impressions).

Program Ads	Covers 2 & 3: Inside Front, Inside Back in the Conference Program	1-Full page Ad in Conference Program	Half page Ad in Conference Program
<b>Quantity</b>	<b>2</b>	<b>Unlimited</b>	<b>Unlimited</b>
<b>Price</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>

## Exhibitors

The Conference Exhibit Area is where attendees go for educational resources, new product announcements, networking opportunities, poster sessions and refreshment breaks. This ensures that attendees and exhibitors are given ample time to interact and engage to learn about your products and services.\*

Price	Move In	Dates and Hours	Move Out	Registration
\$1,500	October 4 8:00 AM – 4:00 PM	October 5 10:30 AM – 6:00 PM & October 6 10:30 AM – 6:00 PM	October 6 5:00 PM	<p>Paid exhibitors receive <b>one</b> complimentary registration.  <i>*Additional exhibitors with your company can register for \$325 per person. *</i></p> <p>Register by June 30, 2018 to be included in the program.</p>

\*Table exhibit includes: 6' draped table and two chairs.

\*\*Electrical outlets, internet, and audiovisual services will be available for purchase directly from the hotel.



<b>Sponsorship Item</b>	<b>Quantity</b>	<b>Price</b>	<b>Select Package</b>
Sponsorship Level: Presenting (Exclusive)	1	\$75,000	
Sponsorship Level: Platinum	Unlimited	\$50,000	
Sponsorship Level: Gold	Unlimited	\$25,000	
Sponsorship Level: Silver	Unlimited	\$15,000	
National Teacher Awards	1	\$25,000	
Teacher "Champion" Scholarship	Unlimited	\$25,000	
Teacher "Leader" Scholarship	Unlimited	\$15,000	
Regional Teacher Bundle	Unlimited	\$7,500	
Georgia Commuter Teacher Bundle	Unlimited	\$5,000	
National per Teacher Scholarship	Unlimited	\$2,500	
Regional per Teacher Scholarship	Unlimited	\$1,750	
Georgia Commuter per Teacher Scholarship	Unlimited	\$1,000	
Event Sponsorship: Affiliates' Luncheon	1	\$20,000	
Event Sponsorship: Teachers' Luncheon	2	\$20,000	
Event Sponsorship: Teachers' Breakfast	2	\$15,000	
Conference Refreshments Break	4	\$7,500	
Conference App	1	\$7,500	
Conference Program Print Ads Covers 2 & 3: Inside Front, Inside Back in the Conference Program	2	\$7,500	
1-Full page Ad	Unlimited	\$5,000	
Half page Ad	Unlimited	\$2,500	
Teachers' Roundtables	3	\$5,000	
Exhibit Table	Unlimited	\$1,500	

# Sponsorship Application

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

Contact: \_\_\_\_\_

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

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

Website: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Payment Options:

**(Preferred)** Direct wire to CEE Bank Account  
Bank: Chase Bank  
Account: 858773083  
ABA/Routing#: 021000021

**(Preferred)** Check Payable to Council for Economic Education

Credit card:  Amex  Discover  MasterCard  Visa

Card # \_\_\_\_\_  
Expiration date \_\_\_\_/\_\_\_\_ CSC code \_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

## Return form to:

Tarnisha Smart, Senior Director of Development | Council for Economic Education 122 East 42<sup>nd</sup> Street, Suite 2600 New York, NY 10168  
[tsmart@councilforeconed.org](mailto:tsmart@councilforeconed.org) | Direct: (212) 730-6704 Fax: (212) 730-1793

## Teacher Testimonials

*"It was awesome! The entire two day event was a learning event. Got some take a ways to improve upon the work we do around Financial Literacy at Public School 25; The Eubie Blake School. Thanks to CEE and the entire team. Great, insightful and forward thinking work. It has a direct alignment with my vision for our students and school community."*

- Anita M. Coley, Principal at P.S. 25; The Eubie Blake School

## About The Council for Economic Education

The Council for Economic Education (CEE) is the leading non-profit organization in the United States that focuses on the economic and financial education of students from kindergarten through high school, and we have been doing so for nearly 70 years. We do this by educating the educators: providing the curriculum tools, the pedagogical support, and the community of peers that instruct, inspire, and guide. All resources and programs are developed by educators and delivered by CEE's national network of affiliates—over 240 across the country.



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