



TEACHERS LEADING  
**Bridging Theory & Practice**

NNSTOY

July 11th - 14th 2016  
Chicago, Illinois



# NNSTOY CONFERENCE IMPACT

Our conference offers a unique opportunity for teachers, teacher leaders, education advocates and policymakers to come together.

As intense debates continue around the country on issues in education, this conference brings many of the leading voices in education together to reflect on what is working and how to address the biggest challenges. You'll hear first-hand from expert educators about their experiences with these issues and gain insights on best practices.

In 2015, nearly 200 of the nation's top educators joined NNSTOY for the conference. This year, we expect even greater attendance so we have expanded the number of sessions offered and sponsorship opportunities for our partners.



## Why NNSTOY?

NNSTOY is the only professional association that represents the nation's top-recognized educators, our State and National Teachers of the Year and Finalists. Because NNSTOY is known for its reach across the country and its connection to education leaders in the policy and advocacy arena, we provide access to a knowledgeable and energized community that is well-versed in what is happening in both the classroom and the statehouse.

## Communicate Your Message & Achieve Results

As a conference sponsor, NNSTOY will work with you to help you reach your marketing goals. Over the course of your sponsorship, your benefits may include digital and print logo placement, on-site branding, and access to a range of events. We will work with you to help you share your message and connect with attendees.

## Expand Your Reach and Think Outside the Booth

NNSTOY offers a wide range of sponsorship opportunities to increase the visibility of your brand beyond the exhibit hall. At our conference, sponsors are part of the action inside and outside the exhibit hall.

Together we will work to increase the visibility of your brand.

## CONFERENCE SCHEDULE

- July 11** Day of Service in Chicago and Evening Reception
- July 12** Conference Sessions and Evening Reception
- July 13** NNSTOY Business Meeting, Conference Sessions, and Evening Activity for All Attendees
- July 14** Final Conference Session and Unconference Interactions

## By becoming a sponsor, you:

- » Get the Attention of Attendees
- » Point More Buyers in Your Direction
- » Position Your Company as a Leader in the Education Community
- » Extend Your Message Beyond the Exhibit Hall
- » Separate Yourself from the Competition



For more information about the NNSTOY 2016 conference or sponsorship opportunities, please contact:

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# NATIONAL NETWORK OF STATE TEACHERS OF THE YEAR

In 2016, the National Network of State Teachers of the Year (NNSTOY) will hold its fourth annual conference for educators at the Loews Chicago O'Hare Hotel.

The conference, titled **Teachers Leading: Bridging Theory and Practice**, will examine how educators are addressing today's biggest challenges and bringing creative approaches to the classroom. Together with leading national experts, State and National Teachers of the Year and State Teacher of the Year Finalists will explore four main topic areas:

- » Leadership Spanning
- » Building Professional Networks
- » Constructing Student-Centered Classrooms
- » Expanding on Teacher Leadership



We expect nearly 250 top educators and policy makers to attend the conference including State Teachers of the Year (STOYs) and Finalists from across the country who have been recognized for their expertise in the classroom by their districts and states. Last year's speakers included Rick Hess, American Enterprise Institute (AEI); Ruthanne Buck, U.S. Department of Education; Tim Dove, Council of Chief State School Officers (CCSSO); Anoop Gupta, Microsoft; and Secretary of Education John King. A confirmed list of speakers and sessions is expected in early 2016.

## SPONSORSHIP OPPORTUNITIES

NNSTOY's sponsors are committed to supporting teachers and improving education. We offer a limited number of opportunities to sponsor the conference, each of which offers the chance to engage with the nation's leading educators, share products or services, and join in the rich discussions that characterize this unique gathering.

Sponsors at the \$7500 level and higher have the opportunity to conduct focus group sessions or videotaping sessions with STOYs and Finalists.

### Lead Sponsor **\$65,000**

*Opportunity to demonstrate leadership with educators while partnering with NNSTOY.*

#### Benefits include:

- » Full conference naming/branding opportunity
- » Opportunity to address attendees at the opening welcome reception on July 11th, which will be branded as "sponsored by" your company.
- » Top line logo placement on all printed and digital materials
- » Four (4) complimentary conference registrations
- » Full page advertisement in conference program
- » Ability to provide branded merchandise to attendees
- » Exclusive placement of exhibit/table space at the conference
- » Recognition on all press releases and educator outreach prior to and following the event

### Educational Strands (4) **\$10,000 each**

*Gain visibility and align your company with conference programming via one of four conference strand sponsorships.*

#### Benefits include:

- » Opportunity to briefly address attendees at one session in your sponsored strand
- » Corporate name mentioned at the beginning of each sponsored strand session (total of 4 sessions over 2 days)
- » Prominent logo placement on all printed and digital materials
- » Two (2) complimentary conference registrations
- » Half-page advertisement in conference program
- » Ability to provide branded merchandise to attendees
- » Exclusive placement of exhibit/table space at the conference
- » Recognition on all press releases and educator outreach prior to and following the event

## Evening Reception Sponsor **\$10,000**

There is one opportunity to support NNSTOY via an evening reception. Receptions will include attendees and speakers, and offer the chance to welcome guests via remarks.

### Benefits include:

- » Opportunity to address attendees at the event
- » Logo placement on all printed and digital materials
- » Two (2) complimentary conference registrations
- » Half Page advertisement in conference program
- » Ability to provide merchandise to attendees
- » Exclusive placement of exhibit/table space at the conference
- » Recognition on all press releases and educator outreach prior to and following the event

## Luncheon Sponsors (3) **July 12, 13, 14 - \$9,000**

Each will feature a prominent keynote speaker.

### Benefits include:

- » Opportunity to address attendees at selected luncheon
- » Logo placement on all printed and digital materials
- » Two (2) complimentary conference registrations
- » Quarter-page advertisement in conference program
- » Ability to provide merchandise to attendees
- » Prominent placement of exhibit/table space at the conference
- » Recognition on press releases and educator outreach prior to and following the event

## Breakfast Sponsor (4)

**July 11 - \$5,000 July 12, 13, 14 - \$7,500 each**

Gain recognition while underwriting one of four breakfasts for attendees.

## Activity Sponsor **\$5,000**

Educators need time off once in a while! Support the conference by sponsoring a special outing for all attendees.

## Audio / Visuals Sponsor **\$5,000**

## Graphic Recorder **\$5,000**

With your support, we will be able to offer enhanced A/V capabilities in our sessions.

## Open Session Strand **\$5,000**

An afternoon of unconference time for participants to engage in discussion of topics that emerge during the conference.

### Benefits include:

- » Logo placement on all printed and digital materials
- » One (1) complimentary conference registration
- » Complimentary exhibit/table space at the conference
- » Recognition on all press releases and educator outreach prior to and following the event

## Scholarship Sponsor **minimum of \$1000 per**

**person for a total of minimum \$10,000.**

Scholarships provide STOYs with the opportunity to attend the conference by covering registration fees, transportation and hotel costs, and providing a small stipend.

### Benefits include:

- » Logo placement on all printed and digital materials
- » Two (2) complimentary conference registrations
- » Half Page advertisement in conference program
- » Prominent placement of exhibit/table space at the conference
- » Recognition on all press releases and educator outreach prior to and following the event

## Charging Station Sponsor **\$5,000**

The perfect opportunity for your company to help teachers stay connected! Sponsor our conference charging station and receive great visibility over the course of the event.

### Benefits include:

- » Logo displayed prominently on charging station signage
- » Logo placement on all printed and digital materials
- » One (1) complimentary conference registration
- » Complimentary exhibit/table space at the conference
- » Recognition on all press releases and educator outreach prior to and following the event

## Break Sponsor (3) **\$2,500 each 1 Sold**

Each day we offer attendees the opportunity to take some time away from sessions to reflect on what they've heard and connect with others. Your sponsorship will support these much needed breaks.

## Conference Bag Sponsor **\$2,500 Sold**

## Lunch To Go Sponsor **\$2,500**

## Lanyard Sponsor **\$1,500**

Support NNSTOY while enjoying benefits as a sponsor and engaging with attendees.

### Benefits include:

- » Logo placement on all printed and digital materials
- » One (1) complimentary conference registration
- » Complimentary exhibit/table space at the conference

### PAST SPONSORS INCLUDE:

**Microsoft, Renaissance Learning, VOYA, Pearson, National Board for Professional Teaching Standards, NJEA, NEA, AIR, Scholastic, PennGSE, University of Phoenix, ETS, The NEA Foundation, School Improvement Network, Let's Go Learn**