

National Network of  
State Teachers of the Year



# Transformers: Innovating Education

**ANNUAL CONFERENCE**

**July 7-10, 2015**

**Salt Lake City, UT**



In 2015, the National Network of State Teachers of the Year (NNSTOY) will hold its third annual conference for educators at the Little America Hotel in Salt Lake City, Utah. The conference, entitled **Transformers: Innovating Education**, 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, including:

- **Transforming Professional Learning**
- **Elevating Teacher Leadership**
- **Strengthening Student Voice Through Social and Emotional Learning**
- **Instructional Practice: Evaluation and Effecting Child Learning**

We expect nearly 250 top educators 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), Charlotte Danielson, Danielson Institute, Peter Zamora, Council of Chief State School Officers (CCSSO), and Jane West, American Association of Colleges for Teacher Education (AACTE). Our 2014 keynote speaker, Secretary of Education Arne Duncan, will again be asked to take part in the conference. A confirmed list of speakers and sessions is expected in early 2015.

## 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 offer the chance to engage with STOYs, share products or services, and join in the rich discussions that characterize this unique gathering.



### Lead Sponsor .....(\$50,000)

*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 7th, 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 ... **SOLD** **SOLD** .....(four @ \$10,000 each) Strand Sponsor

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

- 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 **SOLD** ..... (\$10,000)

There is just one opportunity to support NNSTOY via an evening event. This reception will include attendees and speakers, and offers the chance to welcome guests via remarks.

- Opportunity to address attendees at the event
- Logo placement on all printed and digital materials
- One (1) complimentary conference registration
- Half Page advertisement 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



## Scholarship Sponsor ..... (minimum \$10,000)

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

- Logo placement on all printed and digital materials
- 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



## Luncheon Sponsors

July 8 ..... @ \$7,500

**SOLD** July 9 ..... @ \$10,000

Sponsor one of two luncheons, which will each feature a prominent keynote speaker.

- Opportunity to address attendees at selected luncheon
- Logo placement on all printed and digital materials
- One (1) complimentary conference registration
- 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



July 8 ..... @ \$7,500

**SOLD** July 9 and July 10 ..... @ \$5,000 each

**SOLD** July ..... @ \$2,500

Gain recognition while underwriting one of four breakfasts for attendees.

- 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



## Past Sponsors Include:

VOYA, Pearson, National Board for Professional Teaching Standards, NJEA, NEA, AIR, Scholastic, PennGSE, People to People, University of Phoenix, ETS, The NEA Foundation, Lowell Milken Center, School Improvement Network, Let's Go Learn

## Activity Sponsor **SOLD** ..... (\$5,000)

Educators need time off once in a while! Support the conference by sponsoring a special outing for all attendees. (Activity TBD; in 2014 our outing to a Phillies game was a big hit!).

- 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



## Charging Station Sponsor **SOLD** ..... (\$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.

- 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

## Audio/Visuals Sponsor ..... (\$5,000)

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

- 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 ..... (two @ \$2,500 each)

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.

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

## Conference Bag Sponsor ..... (\$2,500)

## Lunch To Go Sponsor ..... (two @ \$2,000 each)

## Lanyard Sponsor **SOLD** ..... (\$1,500)

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

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



# NNSTOY Conference Impact

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A unique opportunity for 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 educators about their experiences with the Common Core State Standards (CCSS) and gain insights on best practices.

In 2014, more than 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. 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, market your product or service, and connect with attendees.

## Expand Your Reach

NNSTOY is a unique organization. We represent teacher leaders who excel in the classroom and policy arena and are well-respected by their colleagues and administration officials alike. Whether you want to ensure that educators know about your product or services or demonstrate your commitment to teachers and students, becoming an NNSTOY sponsor is a good decision.

**Together we will work to ensure you expand your reach and presence.**

### Conference Schedule

- July 7 – Day of Service in Salt Lake City and Evening Reception**
- July 8 – Conference Sessions and Evening Reception**
- July 9 – NNSTOY Business Meeting, Conference Sessions, and Evening Activity for All Attendees**
- July 10 – Final Conference Session and Unconference Interactions**



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*For more information about the NNSTOY 2014 conference or sponsorship opportunities, please contact Nadine Gabai-Botero, [nadine@nnstoy.org](mailto:nadine@nnstoy.org) or call (202) 744-2900.*

