

**2021 SEL**  
**EXCHANGE**  
VIRTUAL SUMMIT

**BEYOND TALK:**  
BUILDING  
TOMORROW  
TOGETHER

THURSDAY  
**OCTOBER 14**  
**12-4 PM** ET

SPONSORSHIP BENEFITS

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Karen Niemi, President & CEO

We've all been part of urgent and growing discussions about the power of social and emotional learning (SEL) this past year.

Across our communities, these conversations have led to innovative teaching strategies, new ways to support staff, stronger relationships with students and families, and deeper understandings of what it means to create a more just and democratic society.

**We must keep moving beyond talk.** We can harness SEL and civic learning to empower youth and make space for all voices. As we emerge from this extraordinary time, we can work together toward solutions for equitable communities and schools.

*Join us in building a better tomorrow together at the 2021 Social and Emotional Learning Exchange Virtual Summit."*



**BEYOND TALK:  
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SEL and Civic  
Learning for  
Empowered  
Youth

**What does it mean for students to be ready for civic life?** It requires more than teaching history and democracy.

The *2021 SEL Exchange Virtual Summit* provides an opportunity for attendees to explore how traditional civic education integrated with SEL can empower young people to collaborate, empathize, and lead.

Preparing students for civic life involves collaboration among practitioners, scholars, and policymakers.

The SEL community can lead the way.



BY

THE



93% attended live *(exceeding the national average of 65%)*



**93%** received helpful information  
about SEL as a **lever for equity**

**85%** received **practical resources**  
that are relevant for their work

BY

THE



Half of the attendees represented audiences that are most often responsible for leading and advancing SEL efforts in school communities nationwide:

- 350+ school counselors and social workers
- 250+ school administrators and leaders
- 250+ SEL coaches and specialists
- 200+ school district leaders
- 200+ teachers

*Other audience roles included: program providers, nonprofit staff, policymakers*

BY

THE



- 61,000 total page views during the four-hour event.
- Attendees spent 3,300 total hours on the platform during the month of the event.
- More than 40% of curated webinar registrants opted in to learn more about the featured sponsor
- Sponsored exhibiting videos during the event were viewed a total of 3,500+ times
- More than 5,000 people opened and read the sponsor spotlight emails

“

The SEL Exchange did not disappoint. Powerful student voices challenging us to never go back to school as usual.”

“

Less than 30 minutes into the SEL Exchange - bravo! Thank you CASEL for helping us do the work!”

“

Honored to have this valuable professional development opportunity at the SEL Exchange Virtual Summit.”

## 2021 Sponsorship Benefits

	Presenter \$25,000	Advocate \$10,000	Supporter \$5,000	Contributor \$2,500	SEL Friend \$1,000
	4 sponsors	6 sponsors	10 sponsors	15 sponsors	unlimited
<b>Pre-summit sponsored webinar</b> on SEL, civic learning, or related topic	●				
<b>Online banner with logo</b> during the four-hour event	●				
<b>Verbal recognition</b> to all attendees at the virtual summit	●				
<b>Lead generation</b> opportunity at registration	●	●			
<b>Sponsor-curated video</b> for event transitions or breaks (up to 2 mins)	●	●			
<b>Logo in sponsor corral</b> on event emails and social media	●	●			
<b>Sponsor spotlight emails</b> to all event attendees (pre and post event)	● Individual; pre event	● Group email	● Group email		
<b>Virtual billboard on platform</b> (webpage description and related links)	●	●	●	●	
<b>Logo on sponsor webpage</b> of the website (selexchange.casel.org)	●	●	●	●	●
<b>Complimentary ticket registration</b>	● 15	● 10	● 5	● 2	● 2

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CASEL is also offering underwriting opportunities to ensure equitable access to our event. Please contact Jennifer Schneider at [JSchneider@casel.org](mailto:JSchneider@casel.org) to learn more.