

# WEAVING A NEW TAPESTRY: SCHOOLS, FAMILIES, AND COMMUNITIES TOGETHER


*As of April 2022*

# 2022 Sponsorship Benefits

October 13, 1-5 PM ET



SOCIAL & EMOTIONAL LEARNING  
**EXCHANGE**

hosted by 





Dr. Aaliyah A. Samuel, CASEL CEO & President

Like you, I believe there is nothing more vital to our young people's future than an education anchored in social, emotional, and academic learning. I know this as a parent, as a former teacher and school leader, and as a policy influencer.

Amid significant challenges in education, we have unprecedented demand and new opportunities for social and emotional learning.

As CASEL's president and CEO, I also experience every day why the "C" in our name stands for "collaborative." To light a path forward, we must strive to align across our schools, families, and communities in this work.

Join us and our partners at the *2022 Social and Emotional Learning Exchange Virtual Summit.*



How do we as educators, parents, policy makers, and community members truly collaborate, honoring the expertise of all?

The 2022 Exchange Virtual Summit provides an opportunity for attendees to explore the common threads between schools, families, and communities.

The time is ripe for new coalitions and innovations resulting in deeper benefits to students and to all partners.

**Together, the SEL community can weave a path forward.**



**48 STATES  
33 COUNTRIES**

**1,500 ATTENDEES  
SERVING 10M STUDENTS**



# 2021 SEL Exchange Virtual Summit





»»» Majority of attendees  
were responsible for leading  
and advancing SEL nationwide:

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

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

# 2021 SEL Exchange Virtual Summit







- **87,000 page views** during the 4-hour event
- Nearly **2,000 views** of the sponsor webpage
- On average, **50%+ of registrants** from the sponsored webinars opted in to learn more about the sponsor
- Sponsored exhibiting videos were viewed **7,500+ times**
- **5,000+ people** accessed the sponsor spotlight emails
- Visibility in Education Week to **11,000 people**
- Sponsor logos were included in 15 email messages, sent to **65,000 subscribers**

# 2021 SEL Exchange Virtual Summit





Thank you for having  
**student voices**  
**present** throughout  
the entire  
#SELEXchange,  
including the rockstars  
in the opening session.



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



# More Sponsorship Opportunities Than Ever!

The 2022 SEL Exchange Virtual Summit coincides with CASEL's in-person Community SELebration for research, practice, and policy collaborators.

As a 2022 SEL Exchange Sponsor, you can add-on to your sponsorship to **increase visibility, generate leads, and build your network.**

AVAILABLE AS ADD-ONS:

For 2022 SEL Exchange Sponsors:

Multi-year sponsorship commitment

and/or

Community SELebration sponsorship





# WEAVING A NEW TAPESTRY: SCHOOLS, FAMILIES, AND COMMUNITIES TOGETHER

## 2022 Virtual Sponsorship Benefits

	Lead \$25,000	Advocate \$10,000	Supporter \$5,000	Contributor \$2,500	SEL Friend \$1,000
	4 sponsors	6 sponsors	10 sponsors	Unlimited	Unlimited
Pre-Summit SEL Sponsored Webinar	●				
Verbal recognition during Opening Remarks	●				
Online Banner with Logo during Virtual Summit	●				
Logo in Sponsor Corral (emails, social media, full group programming)	●	●			
Inclusion in Event Press Release and Social Media Promotion	●	●			
Lead Generation Opportunity during Registration	●	●			
Sponsor Curated Video for Summit Breaks and Transitions	●	●			
Sponsor Spotlight Email to Network	● Individual Email	● 2 Group Emails	● 2 Group Emails		
Virtual Billboard on Summit Platform	●	●	●	●	
Recognition on Screen during Opening Remarks	● Logo Headliner	● Logo	● Name	● Name	● Name
Recognition on Conference Webpage and Event Platform	●	●	●	●	●
Complimentary Registration	15	10	5	2	2
Priority access to add-on options for in-person Community SELebration	●	●	●		

CASEL is offering underwriting opportunities to ensure equitable access to our event. Please contact Tamara Pacada at [TPacada@casel.org](mailto:TPacada@casel.org) to learn more.



# Community SELebration

October 12–13, 2022

## 2022 Sponsor Benefit Add-ons

	Dinner Host \$50,000	Breakfast Host \$5,000	Coffee & Snack Sponsor \$5,000	Lunch Host \$5,000
Exclusivity	2	2	2	2
Priority seating for 5 at Evening Dinner	●			
Speaking Opportunity during Evening Dinner (1 1/2 mins)	●			
Logo on Community SELebration Agenda	●			
Verbal Recognition and Logo during Community SELebration		●	●	●
Collateral Available to Guests		● On breakfast tables	● At coffee/snack station	● On lunch tables
Complimentary Tickets	● 5 tickets	● 2 tickets	● 2 tickets	● 2 tickets

\* Available to Lead, Advocate and Supporter sponsors of the 2022 SFI Exchange Virtual Summit only



# 2022 SPONSORSHIP 2023

Demand will be high in 2023 and spots will be limited.

Commit to sponsoring the 2023 SEL Exchange and receive a 10% discount.

- Pledge forms due by 10/1/2022
- 2023 sponsorship payment due by 2/1/2023



# 2023 SPONSORSHIP PEEK:

## Featured Benefits

### Champion - \$250,000 (1)

- Lock-up of sponsor logo with conference logo
- Speaking opportunity as part of conference welcome
- Opportunity to explore additional benefits with CASEL
- Benefits below...and MORE!

### Presenter - \$100,000 (2)

- Introduction of a plenary speaker
- Opportunity to curate a sponsored breakout session
- Benefits below...and MORE!

### Lead - \$50,000 (4)

- Pre-conference blog and/or webinar
- Lead generation at registration
- Prominent logo recognition on event collateral/media
- Prominent space in exhibition hall
- And MORE!

*\*Benefits subject to change*

