



national summer  
learning association



**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

**SUMMER LEARNING SUMMIT**

OCTOBER 9-11, 2023 · WASHINGTON, DC

**CELEBRATING 30 YEARS OF IMPACT**

## Join the National Summer Learning Association (NSLA) and senior education and civic leaders from across the country at the Summer Learning Summit, **October 9-11, 2023** in Washington, DC.

In response to the negative effects of the pandemic, today's youth have extraordinary opportunities to learn, bounce back, and propel forward through quality summer learning programs. From school districts to community-based nonprofits, youth serving government agencies, and internship and employment providers, life-changing experiences happen in the summer.

### What will we do to make summer learning accessible for all youth in America?



### Summer learning leaders and champions will convene to:

- Maximize the historic \$30 billion Federal investment in summer learning
- Share and learn best practices and innovations to promote student academics, mental and physical health, college and career readiness.
- Share and discuss research on the impact of summer learning on youth outcomes, including health, academics, and behavior
- Build partnerships with multi-sector leaders to create and leverage effective strategies
- Make an immediate and lasting impact on the lives of young people

### More than 1000 senior, cross-sector leaders focused on serving youth, family, and communities will be in attendance, including:

- Executive Directors and Program Directors
- Board Chairs and Board Members
- School, District, and State Education Agency Leaders
- Leaders from Mayor's Offices, City Councils, Local County, and State Boards of Education
- Parks and Recreation Administrators
- Affordable and Public Housing Leaders
- Librarians and Literacy Experts
- Researchers and Evaluation Experts
- Foundation and Corporate Partners
- College Access, Internship and Youth Employment Leaders
- Anyone who wants to help more youth learn and grow over the summer

**NSLA believes summer is a unique time to promote equity and build community. Our mission is to ensure all of America's students, regardless of background, income, or zip code, can access and benefit from a high-quality summer learning experience every year.**

## SPEAKERS



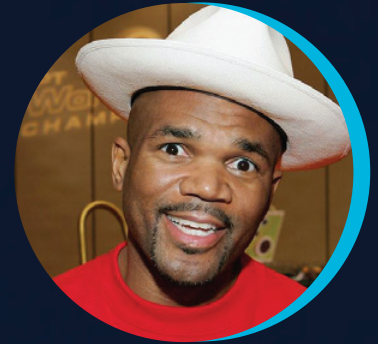
**CLINT SMITH**

New York Times Best-Selling Author  
"How the Word is Passed"



**REHEMA ELLIS**

NBC News  
National Education reporter



**DARRYL MCDANIELS**

Run DMC + Co-Founder of  
The Felix Organization



**SUZANNE MCCORMICK**

President and CEO  
YMCA USA



**DR. DAVID SCHULER**

Executive Director, AASA,  
The School Superintendents  
Association



**REY SALDAÑA**

National President and CEO of  
Communities In Schools®, (CIS®)



**JON FORTT**

Co-Ancor, Journalist  
CNBC



**FATIMA SHAMA**

Head of Diversity and Inclusion for the Americas  
Bloomberg LP  
Former CEO, Fresh Air Fund



**TOM ROSENBERG**

President/CEO  
American Camp Association

## SPONSORSHIP OPPORTUNITIES

The Summer Learning Summit is the premier convening of leaders across all sectors working to ensure that all of America's students, regardless of background, income, and zip code can participate in and benefit from high-quality summer learning experiences each year. We invite our corporate and foundation partners to join us to create equitable opportunities and serve all youth.

### ALL SPONSORS OF SUMMER LEARNING SUMMIT RECEIVE:

- Recognition throughout the Summer Learning Summit website, in digital and printed signage, and prime placement in the Summit app
- Sponsorship recognition in all Summit promotions, including national press releases, e-newsletters, social media posts, and company profile and logo on NSLA's website
- Speaking opportunity for a senior leader on a panel session during the Summit
- Full Summit registrations for staff which include five meals, two networking receptions, and invitations to VIP events
- Participation at the 30th Anniversary Celebration Dinner at the Smithsonian National Museum of African American History and Culture
- Preferred hotel rate and priority access to room block at The Mayflower Hotel if your sponsorship is confirmed before June 30th, 2023
- Access to high-resolution photography and video post-Summit
- Premium booth space to exhibit in the Innovation Hall (Optional)



PRESENTING SPONSORSHIP

\$150,000

The Presenting sponsors are key partners in helping to produce Summer Learning Summit.

**Additional sponsorship benefits include:**

- Special Recognition from NSLA leadership in plenary sessions
- “Presented by” Name and Logo will be added to the official conference logo, including all digital and print media
- Opportunity to offer welcome remarks before plenary address by Dr. Clint Smith, NY Times Best-Selling author of *How the Word is Passed*
- Opportunity for logo to appear on NSLA digital billboards in the DC airports and Metro Area
- 8 Summit Registrations
- Speaking role for a senior leader
- Branding sponsorship of one of the following: Water Bottles, Lanyards, or Name Badges. (Based on availability)
- Table at the 30th Anniversary Celebration Dinner at the Smithsonian National Museum of African American History and Culture
- Invitation to Chairman’s VIP dessert reception in the Presidential Suite



**EDUCATION TOWN HALL AND WELCOME RECEPTION SPONSORSHIP**

**\$100,000**

**MONDAY, OCTOBER 9TH**

This celebratory event convenes all Summit attendees and includes a networking reception, live entertainment, signature cocktails, and hors d'oeuvres in Innovation Hall

**Additional sponsorship benefits include:**

- Opportunity for welcome remarks before the State of Education Town Hall Featuring National Education Leaders
- Recognition and signage throughout the Welcome Reception and in the conference program
- App push during the reception
- Acknowledgement in remarks by NSLA leadership
- Six Summit Registrations
- Table at the 30th Anniversary Celebration Dinner at the Smithsonian National Museum of African American History and Culture
- Invitation to Chairman's VIP dessert reception in the Presidential Suite

**LUNCHEON SPONSORSHIPS**

**\$75,000**

**OPENING LUNCHEON SPONSORSHIP: MONDAY, OCTOBER 9TH**

**NATIONAL AWARDS LUNCHEON SPONSORSHIP: TUESDAY, OCTOBER 10TH**

These two (2) signature plenary sessions convene all Summit attendees to build community during lunch and hear from national leaders in education about current trends, issues, and opportunities.

Prior luncheon speakers have included US Secretary of Education Miguel Cardona, US Secretary of Labor Marty Walsh, Face the Nation's Margaret Brennan, CNBC's Jon Fortt, and Author Dr. Jacqueline Sanderlin.

**Additional sponsorship benefits include:**

- Speaking opportunity for senior leader
- Prime and reserved seating at the Luncheon
- Recognition and signage throughout the Luncheon and in the conference program
- App push during the Luncheons
- Exclusive opportunity to do a seat drop of marketing collateral during the luncheon
- Acknowledgement in remarks by NSLA leadership
- Six (6) Summit Registrations
- Table at the 30th Anniversary Celebration Dinner at the Smithsonian National Museum of African American History and Culture
- Invitation to Chairman's VIP dessert reception in the Presidential Suite

**CLOSING PLENARY SESSION SPONSORSHIP****\$50,000****CLOSING PLENARY & STUDENT PERFORMANCE: WEDNESDAY, OCTOBER 11TH**

Our closing plenary session and student performance is a final gathering and panel discussion to inspire and empower leaders as they prepare for summer 2023 and beyond. This special session includes closing remarks from NSLA leadership as well as an incredible performance by local youth. Former esteemed panelists include Geoffrey Canada, Gigi Antoni, Gwynn Hughes, and Shawn Dove.

**Additional sponsorship benefits include:**

- Opportunity to offer remarks before all conference attendees
- Recognition and signage throughout the Luncheon and in the conference program
- App push during the plenary
- Acknowledgement in remarks by NSLA leadership
- Six (6) Summit Registrations
- Table at the 30th Anniversary Celebration Dinner at the Smithsonian National Museum of African American History and Culture

**BREAKFAST SPONSORSHIPS (3 Available)****\$30,000**

**Start the day with all Summit attendees over freshly prepared breakfasts and networking sessions prior the Plenaries and concurrent learning sessions. Additional sponsorship benefits include:**

- Recognition and signage throughout the breakfasts and in the conference program
- App push during the breakfasts
- Acknowledgement in remarks by NSLA leadership
- Four (4) Summit Registrations
- Exclusive opportunity to do a seat drop of marketing collateral during the breakfast
- Invitation to Chairman's VIP dessert reception in the Presidential Suite

## SUMMIT BRANDING & UNDERWRITING SPONSORSHIPS

### CONFERENCE WI-FI

**\$20,000**

Free, unlimited Internet access is a must have for our NSLA attendees, so promoting your brand as the NSLA Wireless Sponsor is a great opportunity. Sponsorship includes branding on event signage and a redirect to your company website when each attendee logs on within the NSLA meeting space.

**One sponsorship available**

### CHARGING STATION

**\$15,000**

Place your brand on four (4) strategically placed charging stations throughout the NSLA meeting space.

Charging stations will allow NSLA attendees to securely charge their phones and laptops while working at the stations.

### NAME BADGES

**\$10,000**

Attendees must wear their name badge to all official NSLA functions. Your brand will be front and center with every interaction among participants. We estimate more than 1,000 name badges will be distributed. Name badges will be designed by NSLA. Your logo will be featured on the lower portion of the badge front. You will have to option to customize the back of the name badge.

### WATER BOTTLES

**\$10,000**

In our continued effort to “go green,” we will not be providing bottled water during the Summit. Instead, each attendee will be given a reusable, BPA-free water bottle they can fill at water stations located throughout the venue. Sponsorship includes a one-color imprint of your company’s logo on the water bottle (in addition to the NSLA logo).

**One sponsorship available**

### LANYARDS

**\$10,000**

This opportunity places your company’s logo on conference lanyards given to all attendees at registration—it’s one of the most highly visible sponsorships available. Sponsorship includes a one-color imprint of your company logo on the lanyard (in addition to the NSLA logo).

**One sponsorship available**

### MOBILE APP

**\$10,000**

The Mobile App will be the go-to tool for all conference attendees. As the Mobile App sponsor, you will receive consistent and daily exposure to all conference attendees, starting with the Know Before You Go email blast that announces the app.

You will also receive exposure and gain recognition everywhere that we promote the app in the form of onsite signage and info desk signage.

The Mobile App sponsor will also receive premium exposure with a full color, full-page advertisement on the inside front cover of the NSLA digital program, which will be shared with all attendees in the “Know Before You Go” e-mail blast before the start of the conference.

### TOTE BAGS

**\$10,000**

This opportunity places your company’s logo on conference bags given to all attendees at registration—it’s one of the most highly visible sponsorships available. Sponsorship includes a one-color imprint of your company logo on the bag (in addition to the NSLA logo).

**One sponsorship available**

### HAND SANITIZER

**\$5,000**

Hand sanitizer will be branded with your company logo and handed out to each attendee during registration.



## A NIGHT AT THE MUSEUM: 30TH ANNIVERSARY CELEBRATION

2023 marks the 30th Anniversary of National Summer Learning Association.

To celebrate, NSLA is hosting a special, invitation-only 30th Anniversary Celebration Dinner followed by an exclusive museum experience for all Summit attendees at the **Smithsonian National Museum of African American History and Culture** Tuesday evening, October 10th.

**All Summit Sponsorships over \$50,000 include a table at the 30th Anniversary Celebration Dinner.**

Additional Sponsorships to highlight and feature your brand are available at the following price points:

TITLE SPONSORSHIP	\$50,000
DESSERT RECEPTIONS	\$30,000
TABLE SPONSORSHIPS	\$10,000 - \$50,000

For more details and information about the 30th Anniversary Celebration Dinner, please contact Christi Kobus Rokicki at [crokicki@summerlearning.org](mailto:crokicki@summerlearning.org) or call 973-343-3898.



## EXHIBITOR OPPORTUNITIES AT THE SUMMIT

### GOING BEYOND THE BOOTH

NSLA recognizes the important roles exhibitors have, and we invite and hope all exhibitors will be fully engaged participants throughout the summit.

We have created a schedule that intentionally encourages exhibitors to jump into other Summit activities outside of Innovation Hall, especially when the hall is closed.

Please review all of our exhibitor options and details, and opportunities to integrate your brand throughout the Summit to create authentic opportunities and connect in meaningful ways.

We value your investment as a potential partner with us and together, we look forward to improving the lives of children through summer learning programs.

### WHAT'S INCLUDED

- Your logo and company link on NSLA's website
- Promotion on the Summit mobile app, via company link or pdf included as a resource
- Your company featured in conference e-blasts sent to NSLA's national database, reaching over 20,000 partners in the NSLA network
- Opportunity to attend PLC meetings
- Welcome and Networking Reception Monday night will take place inside Innovation Hall & Hallway
- Special Appreciation Reception on Sunday night hosted by NSLA's CEO and Board Chair, exclusively for Exhibitors
- Attendee list to be shared post Summit
- Summit attendee registration includes: hot breakfasts (3), lunches (2), welcome reception with food, drinks and entertainment
- Invitation to the Smithsonian's African American Museum of History and Culture and a Dessert Reception at the Anniversary Celebration.

For more details and information about Exhibitor opportunities, please contact Natalia Sol at [nsol@summerlearning.org](mailto:nsol@summerlearning.org)



**EXHIBITOR OPTIONS AND PACKAGE DETAILS**

**PREMIUM BOOTH 10 X 20 (EARLY BIRD RATE)**

**\$7,500**

This package features one premium 10'x 20' booth space located inside Innovation Hall (State & East Ballroom), which is directly across the hall from Grand Ballroom where all of the Summit Plenaries will be held. It also includes two six-foot skirted tables, two chairs, waste basket, a power outlet and dedicated high-speed Wi-Fi. Booths located in the center of Innovation Hall will have a pipe and drape backdrop along the back of the space. Booths located along the walls of Innovation Hall will not will not have one. Innovation Hall exhibitors will enjoy bright lighting and a resident DJ to create an inviting atmosphere. We will maintain a sound level that will support conversation and connection. The Hall will host activities such as coffee breaks, snacks the NSLA info booth and the Welcome Reception to ensure good foot-traffic throughout the Summit. Lastly, this package includes two full-access conference registration passes. Innovation Hall is located on the Lobby Level of the beautiful and historic Mayflower Hotel.

**Four (4) Summit Registrants Included**

**PREMIUM BOOTH 10 X 10 (EARLY BIRD RATE)**

**\$3,500**

This package features one premium 10'x 10' booth space located inside Innovation Hall (State & East Ballroom), which is directly across the hall from Grand Ballroom where all of the Summit Plenaries will be held. It also includes two six-foot skirted tables, two chairs, waste basket, a power outlet and dedicated high-speed Wi-Fi. Booths located in the center of Innovation Hall will have a pipe and drape backdrop along the back of the space. Booths located along the walls of Innovation Hall will not will not have one. Innovation Hall exhibitors will enjoy bright lighting and a resident DJ to create an inviting atmosphere. We will maintain a sound level that will support conversation and connection. The Hall will host activities such as coffee breaks, snacks the NSLA info booth and the Welcome Reception to ensure good foot-traffic throughout the Summit. Lastly, this package includes two full-access conference registration passes. Innovation Hall is located on the Lobby Level of the beautiful and historic Mayflower Hotel.

**Two (2) Summit Registrants Included**

**TABLE TOP PACKAGE (EARLY BIRD RATE)**

**\$2,500**

- This package covers an area of approximately 6' x 5' and features one six-foot skirted table, two chairs, waste basket, an optional power outlet and dedicated high-speed Wi-Fi.
- Pull up banners and backdrops may be used when kept within one foot around the table area.
- Tents, floor mats, large props and any other items beyond the table-top area not allowed.
- Table tops are located along the wall at Innovation Alley, which is the hallway just outside of the plenaries. There is a very limited quantity of these available and they will go fast. Priority will be given to non-profit organizations for table tops.

**One (1) Summit Registrant Included**

**EXHIBITOR ADD-ON OPTIONS**

<b>DESSERT STATION HOST *</b>	<b>\$30,000</b>
<b>ANNIVERSARY TABLE SPONSOR *</b>	<b>\$10,000 - \$25,000</b>
<b>MOBILE APP / TOTE BAG / CHARGING STATIONS</b>	<b>\$15,000</b>
<b>COFFEE OR SNACK SPONSOR</b>	<b>\$5,000</b>
<b>PLENARY CHAIR DROP (EXCLUSIVE, ONE PER PLENARY)</b>	<b>\$3,000</b>
<b>POP UP PACKAGE (add on exclusively available to Exhibitors)</b>	<b>\$1,000</b>
<p>Be in two places at the same time. This package features one high-boy table with an approximate space of 3' x 3' located on the second floor, in the foyer area where the majority of the general learning sessions will take place. The Pop Ups are an extended presence of your brand in another area of the Summit beyond the Innovation Hall. A limited number of Pop Ups will be available on a first come, first serve basis.</p>	
<b>PROGRAM AD - FULL PAGE / HALF PAGE</b>	<b>\$1000 / \$500</b>
<b>ADD-ON SUMMIT REGISTRATION PASS</b>	<b>\$750</b>
<b>CONFERENCE APP PUSH (MAX 5 TIMES)</b>	<b>\$500</b>

\*Engagement Opportunities for the NSLA 30th Anniversary Dinner Celebration at Smithsonian African American Museum to be held on Tuesday, October 10th.

## EXHIBITOR SCHEDULE

(SUBJECT TO CHANGE)

### SUNDAY, OCTOBER 8

**2:00 PM - 4:00 PM** Exhibitor Move-In

**5:00 PM - 6:30 PM** Special Appreciation Reception for Exhibitors hosted by NSLA's CEO and Board Chair

### MONDAY, OCTOBER 9

**8:30 AM - 12:00 PM** Innovation Hall & Hallway are open

**2:00 PM - 4:00 PM** Innovation Hall & Hallway are open, Partner Pop-Ups are open

**6:30 PM - 8:00 PM** Innovation Hall & Hallway hosts Summit Welcome Reception

### TUESDAY, OCTOBER 10

**10:15 AM - 12:00 PM** Innovation Hall & Hallway are open

**2:00 PM - 4:00 PM** Innovation Hall & Hallway are open, Pop-Ups are open

**4:00 PM - 6:00 PM** Exhibitor Move Out

**8:00 PM - 10:30 PM** A Night At The Museum: Celebrating 30 Years of Impact

### WEDNESDAY, OCTOBER 11

**9:30 AM - 10:45 PM** Additional Exhibitor Move-Out (if needed)

**11:00 AM - 12:00 PM** Closing plenaries



## YOU ARE INVITED TO JOIN NSLA AS A SUMMER LEARNING CHAMPION!

This is a **special invitation to our non-profit and youth-serving government agency partners** committed to creating amazing opportunities for young people over the summer months.



For a **\$3,500 sponsorship**, your organization will be recognized as a Summer Learning Champion leading up to and throughout the Summit.

As part of the tailored sponsorship package, your organization will receive:

- Two (2), full access registrations to the Summer Learning Summit. Registration includes five meals, invitations to two cocktail receptions, and access the private Museum Experience Tuesday evening. (Valued at \$2,000)
- Invitation for one (1) leader to attend the 30th Anniversary Celebration Dinner with Honorees, Funders, and Supporters, Tuesday evening, October 10th (Valued at \$1,000)
- Distribution of a report and/or promotional item in the conference registration bags or mobile app
- Opportunity for one leader from your organization to be a featured speaker during a conference session (space is limited to first 30 organizations to commit).
- Participate in the Policy Briefing Breakfast on Wednesday morning.
- Brand and logo visibility on the Summer Learning Summit webpage, conference mobile app, and all PR and promotional materials leading up to the Summit.
- Promotional toolkit for the summit to share with your network.



To sign up as a Summer Learning Champion, please contact Christi Kobus Rokicki at [crokicki@summerlearning.org](mailto:crokicki@summerlearning.org) or visit [summerlearning.org](http://summerlearning.org)

# PAST NSLA SUPPORTERS

## Sponsors



## Exhibitors



## Summer Learning Champions

