

2022 National
SEL virtual
May 17-18
conference
Awareness and Action

Sponsorship Opportunities



#SELconf2022



Promoting Action and Awareness

The importance of raising awareness and then taking action is a fundamental consideration when pursuing social and emotional competencies via social and emotional learning (SEL) approaches. Sponsoring and exhibiting at the 2022 National SEL Conference is an ideal way to show prospective and current clients your product or service is doing both. By showing how your product or service promotes awareness and action regarding SEL initiatives, you are showing you are at the forefront of the SEL industry.

KEYNOTE SPEAKERS



David Adams
Chief Executive Officer
The Urban Assembly



Irvin L. Scott, Ed.D.
Senior Lecturer on Education
Harvard Graduate School
of Education

Budgets are tight, yet the **increased focus** on school safety, school climate and career readiness makes investment in professional learning on these topics a priority. We invite you to be a sponsor of 2022 National SEL Conference to help ensure attendees leave inspired and equipped to take social and emotional learning to the next level in their school or organization.

The virtual **2022 National Social and Emotional Learning Conference** offers top-notch content and SEL-focused professional development for educators, advocates and youth development professionals. This unique event is geared toward practitioners, administrators and decision-makers. Participants will join cross-sector colleagues from across the country and around the world to build SEL expertise and take home actionable strategies to improve the lives of students.

Workshops are the heart of the conference. With more than 20 workshops led by renowned experts in social and emotional learning, attendees will have immersive, interactive learning opportunities with actionable and evidence-based information they can use immediately.

Recognizing the past year's extreme difficulty for our audience, the Awareness and Action at #SELconf2022 includes action steps for **YOUR well-being**, too. Mindfulness workshops, peer networking, session topics and two amazing keynote speakers will be part of the 2022 National SEL Conference.

Of the 16 skills identified in a World Economic Forum report as important for the 21st century workforce, 12 are SEL skills. If we want to produce graduates who can succeed after high school, we need to find ways to **reinforce these skills** and weave them into everyday practice.

Professional development opportunities like this conference help attendees gain the knowledge and pedagogy to advance their schools in the SEL area.

Attendees can purchase a **Digital Access Pass** to view a wide variety of 2022 SEL conference workshop recordings, plus extras provided by our sponsors.

Sponsorship options for #SELconf2022 including **Dr. Myrna B. Shure Excellence in SEL Award** and live entertainment are available.

CONFERENCE THEMES

- Equity
- Relationship Skills
- Responsible Decision-Making
- Self-Awareness
- Self-Care
- Self-Management
- Social Awareness

Why Sponsor the 2022 National SEL Conference?

1

GENERATE LEADS. Not only will this conference bring you hundreds of compatible potential customers, it will provide you with the opportunity to make personal connections and build your mailing list. The Center for Exhibition Industry Research states that it costs 62% less to close a lead generated from a trade show/conference than one that originated in the field.

2

DEVELOP AND STRENGTHEN YOUR BRAND. For new entrants to SEL, equity education, community support, youth development, afterschool and related K-12 fields, showcasing what you do at the SEL Conference is the fastest way to grow market share. For established organizations, this conference is a great way to let your target audience know about your latest offerings.

3

HIGHLIGHT YOUR COMMITMENT TO SEL. Our conference, like most others, is not possible without the financial commitment of sponsors. Attendees have an inherent respect for those who step up and commit funds that make forums for learning and advancing SEL efforts possible. In turn, that commitment helps distinguish your organization as a legitimate resource for SEL solutions.

4

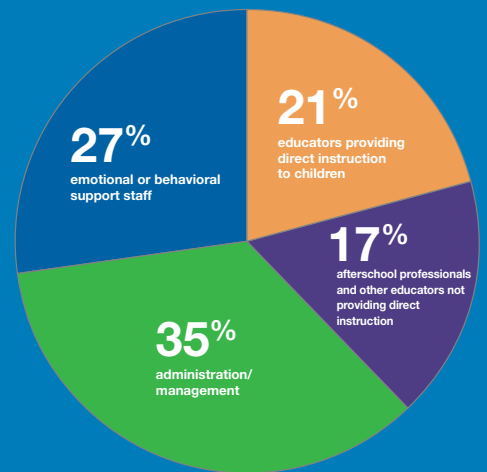
DEMAND FOR SEL PRODUCTS/SERVICES IS HIGH AND EXPECTED TO GROW. According to the Education Week Research Center, the vast majority of K-12 school districts have invested in SEL products or plan to do so in the coming year. Many of our conference attendees are the decision-makers who will select which programs they bring to their districts. The time to get the attention of those decision-makers is NOW!

5

SPONSORSHIP COMES WITH A TAILORED ARRAY OF SPONSOR BENEFITS AND PRIVILEGES. Packages include formal recognition during general sessions; promotions on the web, social media, emails; and engagement assets with templates and graphics to promote your support. See page 4 for details.

Who attended

2021 National SEL Conference?



In 2021, there was a diverse, cross-sector turnout of 700 participants from across the United States and five countries.

- 35% were in administration/management
- 27% were emotional or behavioral support staff (including psychologists, social workers and school counselors)
- 21% were educators providing direct instruction to children
- 17% were afterschool professionals and other educators not providing direct instruction

Ready to become our sponsor?

Please contact Shileste Overton Morris at smorris@csc.csiu.org or 717-763-1661, ext. 111

Sponsorship Opportunities

SILVER - \$10,000	GOLD - \$15,000	PLATINUM - \$25,000
		Opportunity to address session attendees and introduce Dr. Myrna B. Shure Excellence in SEL Award, including 4 minutes of remarks and/or sponsor-provided ad/video.
		One hour video (provided by sponsor) to be included in the Digital Access Pass of 20+ recorded workshops, available to attendees after the conference (June) and available to schools (August.)
	Recognition as sponsor of a keynote presentation in digital promotions, with opportunity to address full conference audience including 3 minutes of remarks and/or sponsor-provided ad/video.	Recognition as sponsor of a keynote presentation in digital promotions, with opportunity to address full conference audience including 3 minutes of remarks and/or sponsor-provided ad/video.
	Access to conference attendee list (for all opt-in registrants.)	Access to conference attendee list (for all opt-in registrants.)
	Sponsor option to have a custom page on the official conference website to include sponsor profile, resource, special offer, video or other mutually agreed content. (All content and artwork provided by sponsor.)	Sponsor option to have a custom page on the official conference website to include sponsor profile, resource, special offer, video or other mutually agreed content. (All content and artwork provided by sponsor.)
	Sponsor recognized in 3 event marketing emails to approx. 10,000 qualified subscribers with links to sponsor website.	Sponsor recognized in 6 event marketing emails to approx. 10,000 qualified subscribers with links to sponsor website.
Sponsor opportunity to make brief remarks and show 1-minute ad/video to general session attendees on mutually agreed date/time.	One "sponsor highlight" email announcing sponsorship of the 2022 conference; including links or promotion (as provided by sponsor, mutually agreed.)	One "sponsor highlight" email announcing sponsorship of the 2022 conference; including links or promotion (as provided by sponsor, mutually agreed.)
Sponsor recognition in verbal announcement at beginning of live workshops and opening slides.	Sponsor recognition in verbal announcement at beginning of live workshop and in opening slides.	Sponsor recognition in verbal announcement at beginning of live workshops and in opening slides.
Sponsor recognition in 2 customized Tweets (content provided by sponsor, mutually agreed.)	Sponsor recognition in 4 customized Tweets (content provided by sponsor, mutually agreed.)	Sponsor recognition in 6 customized Tweets (content provided by sponsor, mutually agreed.)
Logo on event's Sponsor Webpage, with link to sponsor's website.	Logo on event's Sponsor Webpage, with link to sponsor's website.	Logo on event's Sponsor Webpage, with link to sponsor's website.
Meet the sponsors virtual booth/networking opportunity.	Meet the sponsors virtual booth/networking opportunity.	Meet the sponsors virtual booth/networking opportunity.
Permission to self-promote with easy-to-use official 2022 conference sponsor graphics and templates.	Permission to self-promote with easy-to-use official 2022 conference sponsor graphics and templates.	Permission to self-promote with easy-to-use official 2022 conference sponsor graphics and templates.
Complimentary registration for 2.	Complimentary registration for 4.	Complimentary registration for 6.

Sponsorship Add-Ons

Host entertainment after Myrna B. Shure Excellence in SEL Award Ceremony: \$2,500

Sponsor offers free Digital Access for 2023: TBD based on quantity

Sponsor offers free registration for 2023 National SEL Conference: TBD based on quantity

Use our [Digital Media Toolkit](#) to help promote your #SELconf2022 sponsorship.

Let's discuss best sponsorship opportunities for you!



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