



*Celebrating* **14** YEARS

## **INNOVATION IN EDUCATION AWARDS**

May 24, 2017

# **14<sup>th</sup> Annual Innovation in Education Awards Event Sponsorship Opportunities**

classroomofthefuture.org | 858-292-3869 | 6401 Linda Vista Road, Room 207, San Diego, CA 92111

Classroom of the Future Foundation presents  
the Innovation in Education Awards event  
**May 24, 2017**

The Classroom of the Future Foundation invites you to be a key partner in this 14th annual event.

Sip handcrafted cocktails, enjoy delectable cuisine, network with friends, and honor champions of educational innovation in our local schools at SeaWorld, all to support a unique and impactful organization.

**CHAIR**

Randy Everett

**COMMITTEE**

Colleen Peterson  
Drew Schlosberg  
John Sipe  
Brad Williams  
Caryn Laveman





## Inspire. Innovate. Achieve.

Since 1997, the Classroom of the Future Foundation (CFF) has united business, community, and educational leaders to create innovative learning environments in San Diego County public schools. CFF works to advance its mission by ensuring that San Diego students are prepared to thrive in a competitive global society.

CFF is known for being the convener of business, community, and educational leaders around innovation in education. Moreover, CFF is a catalyst and champion for the creation of learning programs that apply proven business and technology-based practices in the school setting. CFF is also a trusted resource for school districts, and a thought leader on innovation in the classroom.



## Did you know...

- **Comprehensive technology implementation in school districts can prevent students from dropping out of school**
  - Nationally, 25% of all students (roughly a million students a year) drop out, and the average student fails at least six classes before dropping out
  - When technology is implemented successfully, schools report a reduction in dropouts by 89%
- **Almost a third of our students nationwide leave high school without the skills necessary to succeed in college, or participate in a 21<sup>st</sup> century and beyond workforce.**
  - There are 53,000 young San Diego adults that are disconnected, not working or in school.
  - Employment in STEM jobs is expected to grow to more than 9 million by 2022

*Public School Graduates and Dropouts, 2010.  
Project RED: The Technology Factor, 2010.  
National Assessment of Educational Progress, 2015.  
Linked Learning Alliance, 2016.  
San Diego Workforce Partnership, 2016.*



# Classroom of the Future Foundation Partnerships and Programs

## **Career Pathways Initiative**

CFF and industry partners work together to provide career pathways opportunities for San Diego students, with a focus on providing best practices, career experiences for students, educator capacity-building, and fostering partnerships between school districts and businesses.

## **USS Midway Partnership**

CFF and the Midway work together to develop curriculum for Midway University, a remarkable program that leverages onboard educational programs and educator professional development to improve student learning in math, science, and social studies

## **TeamRED Workshop Series**

CFF provides professional development to educators from across the County on engaging students in STEM learning through the effective use of technology

## **High Tech Academic Achievement Scholarship Program**

CFF provides scholarships to exceptional students who are participating in the AVID program and are pursuing a career in STEM education



## Reach Your Target Market

The 14<sup>th</sup> Annual Innovation in Education Awards Event is a great opportunity for networking. The event will bring together key businesses from around the country, all 42 Superintendents from San Diego County school districts, representatives from the San Diego County Office of Education, and many teachers, parents, and students. The expected attendance for this event is 450 people.



- 85% of American consumers have a more positive image of a product or company when it supports a cause they care about
- 80% of American consumers are likely to switch brands to one that supports a cause
- 61% of American consumers are willing to try a new brand if the company is connected to a cause

*(Information from the 2010 Cone Corporate Citizenship Study)*



# \$35,000 Title Sponsor

## MARKETING & ADVERTISING:

- Promotion on CFF website sponsorship page
- Promotion in quarterly CFF newsletter, Synergies
- Promotion in the San Diego Union Tribune (your logo will appear in ¼ page ad)
- Interview opportunity on U-T Community Spotlight radio show (15 minutes)
- Promotion in PSA about the event, airing on ITV, TWC, and Cox
- Rights to use the CFF logo to promote our partnership

## EVENT TICKETS:

- 10 tickets to reception with Superintendents and educational partners
- 10 reserved seats theater for awards program
- 20 tickets donated in your name for educators to attend reception and awards program

## SOCIAL MEDIA BENEFITS

- Promotion on CFF social media platforms, including Facebook, Twitter, LinkedIn, and Instagram (corporate logo and link)



## EVENT RECOGNITION:

- Your logo will appear in on-site signage (largest)
- Your logo will appear in event promotional brochure (largest)
- Your logo will appear in event program (largest)
- Your logo will appear in event invitation
- Your logo will appear on screen during the awards program
- You will receive a trophy for your title sponsorship
- You will have the opportunity to speak for five minutes during the awards program

## NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the event reception
- You will be invited to the exclusive CFF Chair's Reception in September 2017, a networking event that brings leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners
- You have the opportunity to utilize a meeting room space at the San Diego County Office of Education

# \$10,000 Visionary Sponsor

## MARKETING & ADVERTISING:

- Promotion on CFF website sponsorship page
- Promotion in quarterly CFF newsletter, Synergies
- Promotion in the San Diego Union Tribune (your logo will appear in ¼ page ad)
- Interview opportunity on U-T Community Spotlight radio show (15 minutes)
- Promotion in PSA about the event, airing on ITV, TWC, and Cox
- Rights to use the CFF logo to promote our partnership

## EVENT TICKETS:

- 6 tickets to reception with Superintendents and educational partners
- 6 reserved seats in theater for awards program
- 10 tickets donated in your name for educators to attend reception and awards program

## SOCIAL MEDIA BENEFITS

- Promotion on CFF social media platforms, including Facebook, Twitter, LinkedIn, and Instagram (corporate logo and link)

## EVENT RECOGNITION:

- Your logo will appear in on-site signage (larger)
- Your logo will appear in event promotional brochure (larger)
- Your logo will appear in event program (larger)
- Your logo will appear in event invitation
- Your logo will appear on screen during the awards program

## NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the event reception
- You will be invited to the exclusive CFF Chair's Reception in September 2017, a networking event that brings leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners
- You have the opportunity to utilize a meeting room space at the San Diego County Office of Education





## \$5,000 Graduate Sponsor

### MARKETING & ADVERTISING:

- Promotion on CFF website sponsorship page
- Promotion in the San Diego Union Tribune (your company name will appear in ¼ page ad)
- Promotion in PSA about the event, airing on ITV, TWC, and Cox
- Rights to use the CFF logo to promote our partnership

### EVENT TICKETS:

- 4 tickets to reception with Superintendents and educational partners
- 4 reserved seats in theater for awards program
- 6 tickets donated in your name for educators to attend reception and awards program

### SOCIAL MEDIA BENEFITS

- Promotion on CFF social media platforms, including Facebook, Twitter, LinkedIn, and Instagram (corporate logo and link)

### EVENT RECOGNITION:

- Your logo will appear in on-site signage
- Your logo will appear in event promotional brochure
- Your logo will appear in event program
- Your logo will appear in event invitation
- Your logo will appear on screen during the awards program

### NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the event reception
- You will be invited to the exclusive CFF Chair's Reception in September 2017, a networking event that brings leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners



## \$3,000 Scholar Sponsor

### MARKETING & ADVERTISING:

- Promotion on CFF website sponsorship page
- Promotion in PSA about the event, airing on ITV, TWC, and Cox (name only)
- Rights to use the CFF logo to promote our partnership

### EVENT TICKETS:

- 2 tickets to reception with Superintendents and educational partners
- 2 seats in reserved rows in theater for awards program
- 4 tickets donated in your name for educators to attend reception and awards program

### SOCIAL MEDIA BENEFITS

- Promotion on CFF social media platforms, including Facebook, Twitter, LinkedIn, and Instagram (corporate logo only)

### EVENT RECOGNITION:

- Your logo will appear in on-site signage
- Your logo will appear in event promotional brochure
- Your logo will appear in event program
- Your logo will appear in event invitation
- Your logo will appear on screen during the awards program

### NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the reception
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners



## Additional Opportunities for Visibility

### INNOVATION AWARD SPONSOR:

- Sponsor one of our 4 “Innovation Award” winners, unique classroom programs that excite students about learning and increase achievement: **\$7,500**
- Opportunity for a representative from your company to present the award to the winning school on stage in front of 450+ audience
- \$5,000 of your company’s sponsorship will go directly to the winning school district to help bring the program to scale
- 4 tickets to reception with Superintendents and educational partners
- 4 seats in reserved rows in theater for awards program

### ADVERTISING SPONSOR:

- Promote your company in our annual event program, reaching more than 500 educator and business leader attendees
- Full page advertisement: **\$1,000**
- Half page advertisement: **\$500**
- Quarter page advertisement: **\$250**

### EXCLUSIVE DESSERT RECEPTION SPONSOR:

- Be the exclusive annual event Dessert Reception sponsor: **\$5,000**
- The Mission Bay Theater courtyard dessert reception (from 8:00-9:00pm) will be exclusively branded with your company’s logo. You will also have the opportunity to have a table during the dessert reception for guests to visit
- You will have the opportunity to make short remarks to guests
- Promotion on CFF website sponsorship page, on-site signage, event promotional brochure, event program, event invitation, and on screen during awards program
- 4 tickets to reception with Superintendents and educational partners
- 4 seats in reserved rows in theater for awards program

### TABLE SPONSOR:

- Opportunity to have a table/booth in Nautilus Pavilion to promote your company during the annual event reception (from 4:30pm-6:30pm): **\$4,000**
- Promotion on CFF website sponsorship page, on-site signage, event promotional brochure, event program, event invitation, and on screen during awards program
- 2 tickets to reception with Superintendents and educational partners
- 2 seats in reserved rows in theater for awards program



## Additional Opportunities for Visibility

### HIGH TECH ACADEMIC ACHIEVEMENT SCHOLARSHIP SPONSOR:

- Sponsor an exceptional student and help them major in STEM: **\$2,500**
- Promotion on CFF website sponsorship page, on-site signage, event promotional brochure, event program, event invitation, and on screen during awards program
- 2 tickets to reception with Superintendents and educational partners
- 2 seats in reserved rows in theater for awards program

### EDUCATOR SPONSOR:

- Sponsor a group of educators to attend the event: **\$1,000**
- 2 tickets to reception with Superintendents and educational partners
- 2 seats in reserved rows in theater for awards program
- 20 tickets donated in your name for educators to attend general reception and awards program

### TICKETS:

- Ticket to reception and seat for awards program: **\$250**
- Ticket to reception and awards program for educator: **\$50**

**Your support will help create innovative learning programs in San Diego schools and make a difference in the lives of educators and students.**

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# Become a key partner of the Innovation in Education Awards today.

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**Thank you for your help in transforming our public education system through innovative learning environments.**

**JAMES WRIGHT**

**Chief Executive Officer**

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