



**16<sup>th</sup>** *Annual*

**INNOVATION IN  
EDUCATION AWARDS**

May 22, 2019

**16<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



Help us sustain the momentum from last year. Become a key partner of the 16<sup>th</sup> Annual Innovation in Education Awards today.

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# Classroom of the Future Foundation presents the Innovation in Education Awards event May 22, 2019

The Classroom of the Future Foundation invites you to be a key partner in this 16<sup>th</sup> 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**

*CEO, Everett Digital Solutions*

## **COMMITTEE**

**Dr. Jeff Felix**

*Educational Leadership Consultant*

**Dr. Nancy Rohland-Heinrich**

*President, Pre-College Programs, National University*

**Dr. Patrick Gittisriboongul**

*Chief Innovation Officer, San Diego County Office of Education*

**Drew Schlosberg**

*Community & Public Relations Consultant, U-T*

**Michiko Araki**

*Vice President of New Business, Sony Electronics*

**Drew Martin**

*Vice President & Chief Information Officer, Jack in the Box*

**Brad Williams**

*Director of IT, Petco*

**Kelley Owens**

*Partner, Fagen Friedman & Fulfrost LLP*



## Inspire. Innovate. Achieve.

The mission of CFF is to unite business, education, and community leaders in creating innovative learning environments in San Diego public schools that prepare our students to thrive in a global, competitive society. Since our establishment in 1997, providing students with the skills to be our future workforce has always been central to our identity.

CFF is an extension of the San Diego County Office of Education and 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.





# Classroom of the Future Initiatives

## College & Career Pathways Initiative

CFF and industry partners work together to provide college and career pathways opportunities for all San Diego students, with a focus on providing best practices, world of work experiences for students, educator capacity-building, and fostering partnerships between school districts and businesses. This initiative includes the following programs:

- High School Redesign Program
- Career Discovery Cybersecurity Experience Program
- Teacher Externship Program
- High Tech Academic Achievement Scholarship Program

## Innovation in Education Initiative

CFF accelerates innovative K-12 practices that promote personalized learning, the effective use of technology in the classroom, with a focus on educator capacity-building and matching business expertise with the needs of schools. This initiative includes the following programs:

- Innovation Grant Program
- Innovation Accelerator Program



## Reach Your Target Market

The 16<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.



*(Information from the 2018 Cone Corporate Citizenship Study)*

- 87% of American consumers will purchase a product because a company advocated for an issue they cared about
- 78% of American consumers believe its important for companies to stand up for social justice issues
- 94% of American consumers expect companies to support the issue of domestic job growth



# \$20,000 Premier Sponsor

## MARKETING & ADVERTISING:

- The Welcome & Dessert Receptions are presented by our premier sponsors (on a first-come first-served basis) and branded accordingly, includes top-tier promotion and recognition
- Highest level of recognition during the Awards Program, including an opportunity to present on stage in front of 450+ audience
- Opportunity to have an exhibit booth to promote your company during the Welcome Reception (from 4:00pm-6:30pm)
- 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) and promotion in PSA about the event, airing on ITV, Spectrum, and Cox
- Promotion on CFF website, newsletter, and all digital communication, as well as rights to use the CFF logo to promote our partnership

## EVENT TICKETS & SOCIAL MEDIA BENEFITS:

- 10 tickets to reception with Superintendents and educational partners
- 10 reserved seats in theater for awards program
- 10 tickets donated in your name for educators to attend reception and awards program
- Promotion on CFF social media platforms, including Facebook, Twitter, LinkedIn, and Instagram (corporate logo and link)

## EVENT RECOGNITION & SWAG BENEFITS:

- Your logo will appear in on-site signage
- Your logo will appear in event invitation and e-blasts
- Full black & white page ad in event program
- Your logo will appear on screen during the awards program
- Opportunity to include items or literature in event SWAG bags provided to all 450+ attendees at event conclusion

## MISSION PARTNER STATUS FOR 2019:

- You will be recognized as a Mission Partner in 2019, which means your company will be included and promoted in everything that CFF does programmatically and at our networking events during the year. This includes:
  - The opportunity to network with Superintendents and educational partners at the annual event, with help from a personal VIP assistant
  - Recognition and 6 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in October 2019, a networking event that brings leaders from school districts and businesses together
  - Recognition and 6 tickets to the 4<sup>th</sup> Annual College & Career Pathways Summit on September 17, 2019, and other exclusive networking events that bring leaders from school districts and businesses together
  - CFF will provide you with assistance in facilitating partnerships between your business and educational partners

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# \$10,000 Visionary Sponsor

## MARKETING & ADVERTISING:

- Opportunity to have an exhibit booth to promote your company during the Welcome Reception (from 4:00pm-6:30pm)
- 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, Spectrum, and Cox
- Promotion on CFF website and all digital communication
- 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
- Your logo will appear in event invitation and e-blasts
- Full black & white page ad in event program
- Your logo will appear on screen during the awards program

## SWAG BENEFITS

- Opportunity to include items or literature in event SWAG bags provided to all 450+ attendees at event conclusion

## NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the event welcome and dessert receptions
- Recognition and 4 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in October 2019, a networking event that brings leaders from school districts and businesses together
- Recognition and 4 tickets to the 4<sup>th</sup> Annual College & Career Pathways Summit on September 17, 2019, and other exclusive networking events that bring leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners

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## \$7,500 Innovation Award Sponsor



### ALL OF THE GRADUATE SPONSOR BENEFITS PLUS:

- Sponsor our INSPIRE, INNOVATE, OR ACHIEVE award winners: unique classroom programs that excite students about learning and increase achievement
- Opportunity for representatives from the sponsoring company to present the award to school district winners on stage in front 450+ audience
- \$5,000 of the company's sponsorship will go directly to school district to help grow the program and bring it to scale
- Recognition in Innovation Award video, played during the awards program and archived on the CFF website
- Recognition on Innovation Award banner, presented to the district in fall of 2019 (this banner lives at the district for perpetuity)



# \$5,000 Graduate Sponsor

## MARKETING & ADVERTISING:

- Opportunity to have an exhibit booth to promote your company during the Welcome Reception (from 4:00pm-6:30pm)
- Promotion in The San Diego Union Tribune (your logo will appear in ¼ page ad)
- Promotion in PSA about the event, airing on ITV, Spectrum, and Cox
- Promotion on CFF website and all digital communication
- 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 invitation and e-blasts
- 1/2 page black & white ad in event program
- Your logo will appear on screen during the awards program

## SWAG BENEFITS

- Opportunity to include items or literature in event SWAG bags provided to all 450+ attendees at event conclusion

## NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the event welcome and dessert receptions
- Recognition and 2 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in October 2019, a networking event that brings leaders from school districts and businesses together
- Recognition and 2 tickets to the 4<sup>th</sup> Annual College & Career Pathways Summit on September 17, 2019, and other exclusive networking events that bring leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners



## \$4,000 Exhibit Table Sponsor



### ALL OF THE SCHOLAR SPONSOR BENEFITS PLUS:

- Opportunity to have an exhibit booth to promote your company during the Welcome Reception (from 4:00pm-6:30pm)
- Recognition and 2 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in October 2019, a networking event that brings leaders from school districts and businesses together
- Recognition and 2 tickets to the 4<sup>th</sup> Annual College & Career Pathways Summit on September 17, 2019, and other exclusive networking events that bring leaders from school districts and businesses together



# \$3,000 Scholar Sponsor

## MARKETING & ADVERTISING:

- Promotion on CFF website and all digital communication
- Promotion in PSA about the event, airing on ITV, Spectrum, and Cox (name only)
- Rights to use the CFF logo to promote our partnership

## EVENT TICKETS:

- 3 tickets to reception with Superintendents and educational partners
- 3 seats 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 invitation and e-blasts
- Your logo will appear in event program
- Your logo will appear on screen during the awards program
- Your logo will appear in event invitation and e-blasts
- 1/4 page black & white ad in event program

## SWAG BENEFITS

- Opportunity to include items or literature in event SWAG bags provided to all 450+ attendees at event conclusion

## NETWORKING OPPORTUNITIES:

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



## Additional Opportunities for Visibility

### **\$1,000 EDUCATOR SPONSOR:**

- Sponsor a group of educators to attend the event
- 2 tickets to reception with Superintendents and educational partners
- 2 seats 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**

### **\$500 ADVERTISING SPONSOR:**

- Promote your company in our annual event program, reaching more than 450+ educator and business leader attendees
- 1/2 page black and white ad in event program
- 1 ticket to reception with Superintendents and educational partners

**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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