



17th *Annual* Innovation in Education Awards

May 20, 2020 | SeaWorld San Diego

17th Annual Innovation in Education Awards
Event Sponsorship Opportunities



Help us sustain the momentum from last year. Become a key partner of the 17th Annual Innovation in Education Awards today.

Classroom of the Future Foundation presents the Innovation in Education Awards event May 20, 2020

The Classroom of the Future Foundation invites you to be a key partner in this 17th annual event.

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

CHAIR

Randy Everett

CEO, Everett Digital Solutions

COMMITTEE

Drew Schlosberg

Community & Public Relations Consultant, U-T

Joe Valente

Global Sales & Marketing (Retired), Rockwell Automation

Jennifer Walker

Senior School & Community Development Officer, North Island CU

Mark Provo

Field Account Executive, CDWG





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. We believe every student deserves to leave high school with the skills necessary to pursue their dreams and succeed in college and career.

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 our 42 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 Tech Academic Achievement Scholarship Program
- Career Discovery Cybersecurity and Blue Economy Experiences
- Teacher Externship 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
- Innovative Educator Program
- Accelerator Initiative



Reach Your Target Market

The 17th Annual Innovation in Education Awards Event is a great opportunity for networking. The event will bring together key businesses from around the country, Superintendents from our 42 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



\$25,000 Premier Sponsor

MARKETING & ADVERTISING:

- Highest level of recognition during the Awards Program, including an opportunity to present on stage in front of 450+ audience (on a first-come first-served basis) and branded accordingly
- 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 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 2020:

- You will be recognized as a Mission Partner in 2020, which means your company will receive top tier recognition 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
 - Recognition and 6 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in the fall of 2020, a networking event that brings leaders from school districts and businesses together
 - Recognition and 6 tickets to the 5th Annual College & Career Pathways Summit in the fall of 2020, 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



\$15,000 Innovation Award Sponsor (limited availability)



ALL OF THE VISIONARY 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 make remarks and present the award to the winning school district on stage in front of 450+ audience
- \$5,000 of the company's sponsorship will go directly to the winning school district to help grow the program and bring it to scale
- Recognition in the Innovation Award video, played during the awards program and archived on the CFF website
- Recognition on the Innovation Award banner, presented to the district in the fall of 2020 (this banner lives at the district for perpetuity)
- You will receive **Silver Level** recognition benefits from CFF in 2020, which means your company will be recognized in everything that CFF does programmatically and at our networking events during the year. See silver package for details.



\$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
- 4 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in the fall of 2020, a networking event that brings leaders from school districts and businesses together
- 4 tickets to the 5th Annual College & Career Pathways Summit in the fall of 2020, and other exclusive networking events as scheduled that bring leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners



\$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
- 3 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in the fall of 2020, a networking event that brings leaders from school districts and businesses together
- 3 tickets to the 5th Annual College & Career Pathways Summit in the fall of 2020, and other exclusive networking events as scheduled 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 (limited availability)



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)
- 2 tickets to the exclusive, invite-only Superintendent Welcome Back Reception in the fall of 2020, a networking event that brings leaders from school districts and businesses together
- 2 tickets to the 5th Annual College & Career Pathways Summit in the fall of 2020, and other exclusive networking events as scheduled 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
- 1/2 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 at the 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:

- 2 tickets to the receptions with Superintendents and educational partners
- 2 seats in the theater for the awards program
- 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 sponsorship at this level allows CFF to provide complimentary tickets to educators

\$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

TICKETS:

- Ticket to reception and seat for awards program: **\$150**
- 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.



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

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

JAMES WRIGHT

Chief Executive Officer

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