

2ND ANNUAL CAREER PATHWAYS SUMMIT

**2nd Annual Career Pathways Summit
Event Sponsorship Opportunities**

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

Journeys



NATIONAL
UNIVERSITY



SAN DIEGO COUNTY
OFFICE OF EDUCATION

**Become a key partner of the Career Pathways
Summit today.**

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Classroom of the Future Foundation presents the 2nd Annual Career Pathways Summit on September 19, 2017

The Classroom of the Future Foundation invites you to be a key partner in this 2nd annual summit.

Network with Superintendents, administrators, principals, and CTE teachers at National University's Spectrum Center and build connections that move career pathways expansion forward, all to support a unique and impactful organization.





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.

With the understanding that almost a third of our students nationwide leave high school without the skills necessary to succeed in college or the workforce and that 43,000 young adults in San Diego are disconnected, CFF believes it's critical to expand career pathway opportunities for all San Diego students.



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

STEM 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 2nd Annual Career Pathways Summit is a great opportunity for networking. The event will bring together Superintendents from San Diego County school districts, representatives from the San Diego County Office of Education, and many principals, teachers, parents, and students. The expected attendance for this event is 150 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)



\$5,000 Workforce Ready Sponsor

MARKETING & ADVERTISING:

- Opportunity to have an exhibit booth in National University's reception hall to promote your company during the summit (8:00am – 2:00pm)
- Opportunity to make remarks to 150+ summit attendees
- Interview opportunity on U-T Community Spotlight radio show (15 minutes)
- Promotion in Our City San Diego (your company name will appear in ¼ page ad)
- Promotion on CFF website and all digital communication
- Opportunity to include literature in summit welcome packets
- Rights to use the CFF logo to promote our partnership

SUMMIT RECOGNITION:

- Your logo will appear in on-site signage
- Your logo will appear in summit program
- Your logo will appear in summit invitation e-blasts
- Your logo will appear on screen during the summit program

SOCIAL MEDIA BENEFITS

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

SWAG BENEFITS

- Opportunity to include items or literature in summit SWAG bags provided to all 150+ attendees

NETWORKING OPPORTUNITIES:

- You will have the opportunity to network with Superintendents and educational partners at the summit breakfast and lunch receptions
- You will be invited to an exclusive CFF Superintendent Reception in fall 2017, a special networking event that will bring business, education, and nonprofit leaders together
- You will be invited to exclusive career pathway networking events in 2017 and 2018, gatherings that bring leaders from school districts and businesses together
- CFF will provide you with assistance in facilitating partnerships between your business and educational partners



\$2,000 Exhibit Table Sponsor

MARKETING & ADVERTISING:

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\$500 Career Pathways Sponsor

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COMMITMENT TO CAREER PATHWAYS:

- By contributing \$500, you are supporting CFF's Career Pathways Initiative and our efforts to expand work-based learning opportunities for students in San Diego County and infuse the world of work into the classroom

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Become a key partner of the 2nd Annual Career Pathways Summit today.

Thank you for your help in transforming our San Diego County public education system through expansion of work-based learning opportunities.

JAMES WRIGHT

Chief Executive Officer

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