



15TH Anniversary

**INNOVATION IN
EDUCATION AWARDS**

May 23, 2018

**15th 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 15th Anniversary
 Innovation in Education Awards today.

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Classroom of the Future Foundation presents
the Innovation in Education Awards event
May 23, 2018

The Classroom of the Future Foundation invites you to be a key partner in this 15th anniversary 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.

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 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 a career in STEM education



Reach Your Target Market

The 15th 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:

- Highest level of recognition at event & sponsorship of best-in-show Impact Award: an opportunity to present the award to the school district winner on stage in front 450+ audience, plus recognition in award video and banner
- Opportunity to have an exhibit booth in Nautilus Pavilion to promote your company during the annual event welcome reception (from 4:00pm-6:30pm)
- Promotion in the San Diego Union Tribune and Our City San Diego (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:

- 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

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, with help from a personal VIP assistant
- You will be invited to the exclusive CFF Chair's Reception in September 2018, a networking event that brings leaders from school districts and businesses together
- You will be invited to the 3rd Annual Career Pathways Summit, and other exclusive career pathway networking events in 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

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\$25,000 Presenting Sponsor

MARKETING & ADVERTISING:

- Opportunity to have an exhibit booth in Nautilus Pavilion to promote your company during the annual event welcome reception (from 4:00pm-6:30pm)
- Promotion in the San Diego Union Tribune and Our City San Diego (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
- Promotion in the CFF newsletter, Synergies
- Rights to use the CFF logo to promote our partnership

EVENT TICKETS:

- 8 tickets to reception with Superintendents and educational partners
- 8 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, with help from a personal VIP assistant
- You will be invited to the exclusive CFF Chair's Reception in September 2018, a networking event that brings leaders from school districts and businesses together
- You will be invited to the 3rd Annual Career Pathways Summit, and other exclusive career pathway networking events in 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



\$10,000 Visionary Sponsor

MARKETING & ADVERTISING:

- Opportunity to have an exhibit booth in Nautilus Pavilion to promote your company during the annual event welcome reception (from 4:00pm-6:30pm)
- Promotion in the San Diego Union Tribune and Our City San Diego (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
- Promotion in the CFF newsletter, Synergies
- 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
- ½ 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, with help from a personal VIP assistant
- You will be invited to the exclusive CFF Chair's Reception in September 2018, a networking event that brings leaders from school districts and businesses together
- You will be invited to the 3rd Annual Career Pathways Summit, and other exclusive career pathway networking events in 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



\$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 2018 (this banner lives at the district for perpetuity)



\$5,000 Graduate Sponsor

MARKETING & ADVERTISING:

- Opportunity to have an exhibit booth in Nautilus Pavilion to promote your company during the annual event welcome reception (from 4:00pm-6:30pm)
- Promotion in the San Diego Union Tribune and Our City San Diego (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
- ¼ 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
- You will be invited to the exclusive CFF Chair's Reception in September 2018, a networking event that brings leaders from school districts and businesses together
- You will be invited to the 3rd Annual Career Pathways Summit, and other exclusive career pathway networking events in 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



\$4,000 Exhibit Table Sponsor



ALL OF THE SCHOLAR SPONSOR BENEFITS PLUS:

- Opportunity to have an exhibit booth in Nautilus Pavilion to promote your company during the annual event welcome reception (from 4:00pm-6:30pm)
- You will be invited to the exclusive CFF Chair's Reception in September 2018, a networking event that brings leaders from school districts and businesses together
- You will be invited to the 3rd Annual Career Pathways Summit, and other exclusive career pathway networking events in 2018, gatherings 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:

- 2 tickets to reception with Superintendents and educational partners
- 2 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

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

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 invitation, event program, 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 theater for awards program
- 20 tickets donated in your name for educators to attend general reception and awards program

ADVERTISING SPONSOR:

- Promote your company in our annual event program, reaching more than 450+ educator and business leader attendees
- Full page advertisement: **\$1,000**
- Half page advertisement: **\$500**
- Quarter page advertisement: **\$250**

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.

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

JAMES WRIGHT

Chief Executive Officer

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