

SPONSORSHIP

Opportunities



dc charter

conference

FEBRUARY 1, 2018

Excellence & Equity

FRIENDS OF CHOICE IN URBAN SCHOOLS

FOCUS has been a fierce advocate and skilled technical assistance provider for DC's public charter schools since 1996. For the last two decades, FOCUS has ensured that DC's charter schools are equipped with the resources they need to operate autonomously and provide equitable, high-quality options for all students in our city.

2017 was a tremendously successful year for public education in Washington, DC, thanks in part to FOCUS's advocacy efforts. Key successes for the charter sector included:

- A 2.2% annual increase to the charter facilities allotment, for the next four years.
- A 5.9% increase in the per student funding formula in the 2018 budget.
- An increase to \$806 million in the amount of public funding overall for DC public charter schools in FY2018 (up from \$723 million in FY2017).
- An average of two new charter schools opening each year.
- Reauthorization of the Scholarships for Opportunities and Results Act (SOAR), which provides \$45 million that is split between DC public charters, DCPS, and opportunity scholars.

Your work continues to inspire charter school leaders, teachers, students, and families. Without your investment, the dynamic mix of school options for students wouldn't be possible.

MISSION

FOCUS supports the diverse set of public charter schools in DC by advocating for and strengthening autonomy, equity, and quality.

VISION

Quality public school choices for every DC student.



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DC PCS BY THE NUMBERS

Serving students most in need



Percent of DC public school students enrolled in a charter



41,506
Students enrolled in a charter

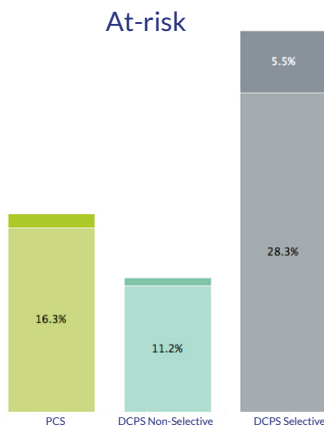
Serving

77%

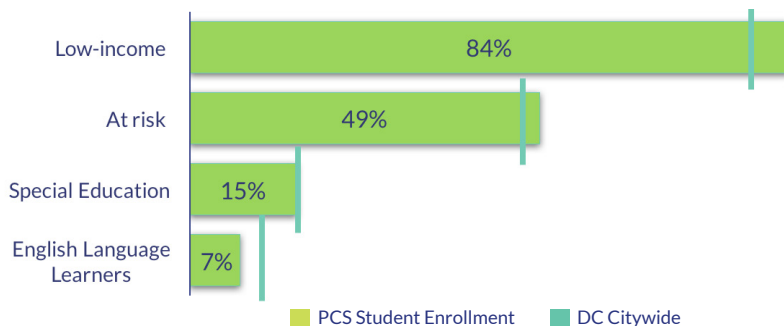
of DC Adult Learners



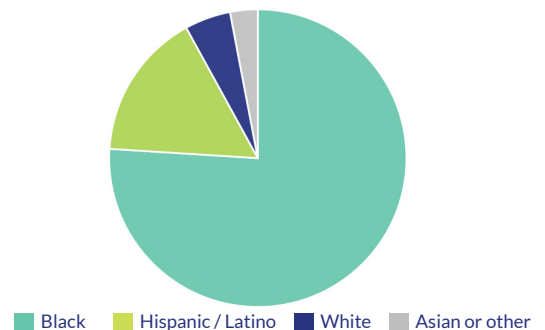
2016-2017 PARCC Scores by Subgroup



PCS Student Enrollment Percentage vs DC Citywide



PCS Student Demographics



ABOUT THE DC CHARTER CONFERENCE

The theme for the 2018 conference is Excellence and Equity. Excellent schools are committed to equitable access, opportunity, and outcomes for all students. DC's public charter school leaders continue to demonstrate the strength of this commitment by striving to dismantle the link between race and poverty to eliminate the opportunity gap for students. Join us at the 2nd Annual DC Charter Conference and help drive equity by uniting to advocate for the highest academic achievement for all students in Washington, DC.

A LOOK AT LAST YEAR

"You have to believe in the children you are teaching."

- Dr. Howard Fuller, 2016 Keynote Speaker

There were nearly 450 attendees at last year's 1st Annual DC Charter Conference

- 65% of attendees were school leaders or a part of the school leadership team.
- 20% of attendees were academic leaders
- 15% of attendees were charter school stakeholders

WHAT DID ATTENDEES SAY?

"It was wonderful to see people from all of the charter schools and to have the opportunity to attend sessions that were outside of one's normal scope of work."

"Loved the different tracks and breakout sessions. It was a good variety."

"Great to have sessions with other schools, getting to know what other schools are doing, meeting other schools' staff."

- 100% of attendees surveyed reported that they would likely recommend the DC Charter Conference to a friend or colleague.
- 100% of attendees surveyed said they would likely attend the DC Charter Conference again.
- 100% of attendees surveyed shared they were satisfied with the DC Charter Conference.

A WORD FROM LAST YEAR'S PARTNERS

"Great staff; great logistics; terrific advertising and sponsorship opportunities; solid group of attendees."

- Brian, RW Baird

"I was impressed by the high level of engagement from schools in attendance."

- Michael, Preferred Meals

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UNIQUE SPONSORSHIP OPPORTUNITIES

| | | |
|--|----------|---------|
| Shared Responsibility Partner | \$25,000 | Page 6 |
| Student Success Partner | \$15,000 | Page 7 |
| Excellent Academic Achievement Partner | \$10,000 | Page 8 |
| Fight for Equity Partner | \$7,500 | Page 9 |
| High Quality Learning Partner | \$5,000 | Page 10 |
| Capacity Partner | \$3,500 | Page 11 |
| Social Justice Partner | \$1,500 | Page 12 |



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|------------------------|--|--------------|
| Sponsorship Guidelines | | Page 13 - 14 |
| Payment options | | Page 16 |

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SHARED RESPONSIBILITY

\$25,000

PROVIDE CONTENT

- Present one substantive breakout session as part of official conference program.
- Introduce the key note speaker or present a 3-minute sponsor video.
- Host a post-conference workshop, webinar, lunch and learn, or focus group with a small targeted audience.
- Be the presenting sponsor for a meal or happy hour at the conference.

TARGET AUDIENCE

- Unique advertising opportunities at DC Charter Conference workshops of your choice.
- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- Logo visibility on featured door prizes.
- Full page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- Opportunity to include a one pager in the conference program materials.
- 10 complimentary conference passes.
- 6 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Opportunity for exclusive school tours.
- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

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STUDENT SUCCESS

\$15,000

PROVIDE CONTENT

- Present one substantive breakout session as part of official conference program.
- Host a post-conference workshop, webinar, lunch and learn, or focus group with a small targeted audience.
- Be the presenting sponsor for a refreshment or meal station, or happy hour at the conference.

TARGET AUDIENCE

- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- Logo visibility on featured door prizes.
- Full page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- 8 complimentary conference passes.
- 3 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Opportunity for exclusive school tours.
- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

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EXCELLENT ACHIEVEMENT

\$10,000

PROVIDE CONTENT

- Present one substantive breakout session as part of official conference program.
- Host a post-conference workshop, webinar, lunch and learn, or focus group with a small targeted audience.

TARGET AUDIENCE

- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- Official charging area sponsor
- 1/2 page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- 5 complimentary conference passes.
- 3 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Opportunity for exclusive school tours.
- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

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FIGHT FOR EQUITY

\$7,500

PROVIDE CONTENT

- Host a post-conference workshop, webinar, lunch and learn, or focus group with a small targeted audience.

TARGET AUDIENCE

- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- Official student performance sponsor
- 1/2 page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- 4 complimentary conference passes.
- 3 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Opportunity for exclusive school tours.
- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

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HIGH QUALITY LEARNING

\$5,000

PROVIDE CONTENT

- Host a post-conference workshop, webinar, lunch and learn, or focus group with a small targeted audience.

TARGET AUDIENCE

- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- Official app sponsor
- 1/2 page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- 4 complimentary conference passes.
- 3 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Opportunity for exclusive school tours.
- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

Excellence & Equity

CAPACITY PARTNER

\$3,500

PROVIDE CONTENT

- Host a post-conference workshop, webinar, lunch and learn, or focus group with a small targeted audience.

TARGET AUDIENCE

- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- Official tote-bag sponsor
- 1/2 page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- 2 complimentary conference passes.
- 2 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

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SOCIAL JUSTICE PARTNER

\$1,500

PROVIDE CONTENT

- Sponsor the student performance

TARGET AUDIENCE

- Special chance to have branding privileges at a FOCUS event or workshop.
- Exclusive feature in FOCUS's weekly electronic bulletin.

EXHIBIT

- Complimentary booth in the location of your choice at the DC Charter Conference.

SOCIALIZE WITH CHANGE MAKERS

- 1/4 page color advertisement with premium placement in program guide.
- Verbal recognition at each general session.
- Premium logo placement on all signage.
- Your logo in rotation on large screen at general session.
- Special feature of your company in conference promotional emails.
- Exclusive listing on conference website with a link driving traffic to your webpage.
- Noticeable recognition on thank you page of the conference program guide.
- 2 complimentary conference passes.
- 1 tickets to the annual FOCUS Gala.

GIVE BACK - ALL YEAR LONG

- Charter school volunteer opportunities.
- Partner with charter school students and alumni for internship opportunities.
- Invite students and staff to tour your company.

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SPONSORSHIP

Guidelines

DUE DATE:

We appreciate having your advertisement and high-resolution logo as early as possible, but our final deadline for receiving your ad and logo is **Friday, January 12, 2018**.

LOGO:

High Resolution Logos must be at least 500 pixels.

AD DIMENSIONS:

Here are the dimensions and layout illustrations for all of our advertising sizes.

- **Full page** = 7" wide x 10" tall (portrait layout)
- **Half page** = 6" wide x 4.5" tall (landscape layout)
- **Quarter page** = 3" wide x 4.5" tall (portrait layout)

TECHNICAL SPECIFICATIONS:

All ads should be submitted in PDF or JPEG format with all fonts embedded.

AD UPGRADE OPTIONS:

If you'd like a larger ad than the size to which your sponsorship entitles you, you may upgrade your ad at the following rates:

- 1/4 to half = \$165
- 1/2 to full = \$250

SUGGESTED AD LANGUAGE:

- *XXX is a proud sponsor of the second annual DC Charter Conference*
- *XXX is committed to quality education in the District*

SUBMITTING YOUR AD AND LOGO:

Please email your ad and logo to Stine Riis Svenningsen at: ssvenningsen@focusdc.org

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BOOTH INFORMATION:

- 5.5' x 30" tables
- Tablecloths and chairs provided
- Power hook-up accessible for each exhibitor

If you have any questions about your booth design or approvals you think you will need to ensure for successful booth installation onsite, please contact Alison Collier at: acollier@focusdc.org or by phone at 202-387-0405 (office) or 202-812-2721 (cell).



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YES

I will sponsor the DC Charter Conference at the following level:

- ☐ Shared Responsibility \$25,000
- ☐ Student Success \$15,000
- ☐ Excellent Achievement \$10,000
- ☐ Fight for Equity \$7,500
- ☐ High Quality Learning \$5,000
- ☐ Capacity \$3,500
- ☐ Social Justice \$1,500

PAYMENT METHOD

☐ Enclosed is my check payable to FOCUS in the amount of \$ _____

☐ I am paying \$ _____ online at focusdc.org/sponsor

Please charge my Mastercard / VISA / American Express in the amount of \$ _____

Name on Card: _____

Card Number: _____ Exp. _____

Signature: _____ CID _____

CONTACT INFORMATION

Sponsor Name (As it should be listed): _____

Contact Name: _____ Company: _____

Address: _____

Email: _____ Phone: _____

QUESTIONS? Please contact Alison Collier at acollier@focusdc.org or 202.387.0405

FRIENDS OF CHOICE IN URBAN SCHOOLS
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WASHINGTON, DC 20009