



Sponsorship Prospectus

Napa Valley, CA | June 16-18, 2020

Presented by

PBLworks



THIS WAY TO TRANSFORMATIONAL EDUCATION

The **9th annual PBL World** event is a one-of-a-kind, 3-day gathering of K-12 teachers, instructional coaches, and school and district leaders focused on advancing their work with Project Based Learning.

Held in the stunning Napa Valley, CA, on June 16-18, 2020, this event brings together educators from across the US and more than 20 countries. Participants will be engaged in highly interactive workshops, inspiring morning keynote sessions, and multiple networking opportunities.

Sponsors of PBL World receive prominent brand recognition and association with the premier Project Based Learning event in the world - before and throughout the event. Our sponsorship opportunities are designed to fit a variety of budgets and to allow sponsors to engage in with attendees in a range of creative ways.

Please join us as a PBL World sponsor and provide valuable support to help advance transformation in education for all students.



A 3-day program of
immersive, hands-on
workshops, inspiring
keynote speeches, and
large-group networking
opportunities.

“ The training was not and is not a set and get. It is highly engaging. It makes your mind think to the point that you think you can't any longer, yet you are pushed and supported to do so.

S.S., Elementary Instructional Coach

”



WHERE: American Canyon High School, **Napa Valley, CA**

WHEN: **June 16:** Opening keynote, Day 1 of workshops, evening welcome reception at Chardonnay Golf Course

June 17: Keynote, Day 2 of workshops, afternoon social event

June 18: Keynote, Day 3 of workshops, closing

WHO: **1,400+ educators**

- 90% United States (35+ States)
- 10% International (20+ Countries)
- 61% Teachers | 16% Principals | 14% Instructional Coach or Curriculum Specialist | 1% Superintendents



SPONSORSHIP LEVELS OVERVIEW

	TRAILBLAZER \$15,000 (1 AVAILABLE)	INNOVATOR \$10,000 (3 AVAILABLE)	DISCOVERY \$5,000 (2 AVAILABLE)
PRIMARY SPONSOR ROLE	Opening Keynote Session (with remarks)	Chardonnay Welcome Reception Co-host OR	Keynote Session Exhibitor (hosted table)
		Marketplace Co-host OR	
		Coffee Breaks Host	
EVENT ACCESS	<ul style="list-style-type: none"> One conference registration to a 3-Day Workshop offered Complimentary attendance at morning keynote sessions and afternoon and evening social events 	Complimentary attendance at morning keynote sessions and afternoon and evening social events	Complimentary attendance at morning keynote sessions and afternoon and evening social events
BRANDING & VISIBILITY	<ul style="list-style-type: none"> Logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products Logo and link included in up to 3 email blasts to our 200,000 subscribers Logo on conference app with a link to your website, contact information, social media links (Facebook, Twitter, LinkedIn), and a description of your organization's services and products 		

Details regarding each sponsorship opportunity are included in the pages following this matrix.

The logo is a circular emblem. The top half is light blue with a dark blue cloud on the left. The bottom half is green with yellow sunbeams radiating from the horizon. Three orange rectangular boxes are stacked on the right side of the circle. The top box contains 'PBL', the middle box contains 'WORLD', and the bottom box contains '2020'. The text 'Sponsorship Opportunities' is centered in the middle of the circle in white.

PBL

WORLD

2020

**Sponsorship
Opportunities**

TRAILBLAZER SPONSOR (1 AVAILABLE, \$15K)

General Session Keynote Introduction

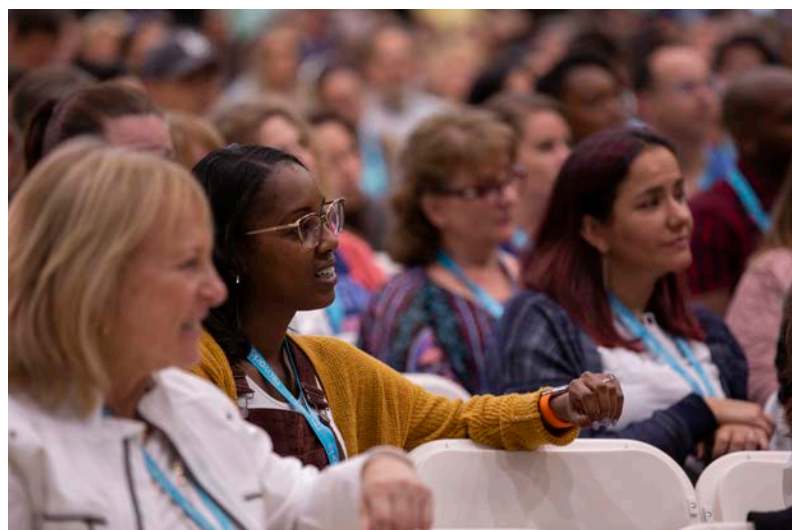
3-5 minutes to share remarks and introduce our keynote speaker on Day 1 of the PBL World conference before an audience of 1,400 teachers and school leaders.

Additional Recognition & Visibility

- Brand banner at General Session.
- Logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products
- Logo and link included in up to 3 email blasts to our 200,000 subscribers
- Logo on conference app with a link to your website, contact information, social media links (Facebook, Twitter, LinkedIn), and a description of your organization's services and products

Event Access

- One PBL World conference registration to your choice of our 3-Day Workshops offered
- Complimentary attendance at morning keynote sessions
- Complimentary attendance at and afternoon and evening social events



INNOVATOR SPONSORS (3 AVAILABLE, \$10K)

OPTION #1: Chardonnay Welcome Reception, June 16

Co-host this elegant wine-tasting reception at the stunning Chardonnay Golf Club, featuring passed appetizers and cheese platters, regional wines offered at tasting stations. As the sole sponsor, you will have the opportunity to engage with 800+ attendees with:

- A hosted table with your promotional materials or handouts
- Banners you create featuring your logo and message throughout the event space.
- A creative activity of your own design (pending approval by event organizer and facility)

Additional Recognition & Visibility

- Logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products
- Logo and link included in up to 3 email blasts to our 200,000 subscribers
- Logo on conference app with a link to your website, contact information, social media links (Facebook, Twitter, LinkedIn), and a description of your organization's services and products

Event Access

- Complimentary attendance at morning keynote sessions
- Complimentary attendance at and afternoon and evening social events



INNOVATOR SPONSORS (3 AVAILABLE, \$10K)

OPTION #2: Afternoon Social & Marketplace, June 17

Co-host this on-site event which begins after the conclusion of the day's workshops. Attendees will be treated to hand-scooped ice cream from Three Twins Ice Cream, a local Bay Area vendor, and will enjoy networking and perusing the merchandise in our PBL Marketplace. As the sole sponsor of this event, you will have the opportunity to engage with our attendees via:

- A hosted table with your promotional materials or handouts
- Banners you create featuring your logo and message throughout the event space
- A creative activity of your own design(pending approval by event organizer and facility)

Additional Recognition & Visibility

- Logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products
- Logo and link included in up to 3 email blasts to our 200,000 subscribers
- Logo on conference app with a link to your website, contact information, social media links (Facebook, Twitter, LinkedIn), and a description of your organization's services and products

Event Access

- Complimentary attendance at morning keynote sessions
- Complimentary attendance at and afternoon and evening social events



INNOVATOR SPONSORS (3 AVAILABLE, \$10K)

OPTION #3: Networking Coffee Breaks, June 16-18

As the sole sponsor of our coffee breaks for the three days of PBL World, you will have the opportunity to engage with caffeine-craving attendees via:

- A hosted table with your promotional materials or handouts
- Banners you create featuring your logo and message throughout the event space.
- A creative activity of your own design (pending approval by event organizer and facility)

Additional Recognition & Visibility

- Logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products
- Logo and link included in up to 3 email blasts to our 200,000 subscribers
- Logo on conference app with a link to your website, contact information, social media links (Facebook, Twitter, LinkedIn), and a description of your organization's services and products

Event Access

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DISCOVERY SPONSORS (2 AVAILABLE, \$5K)

Hosted Table at General Sessions, June 16-18

Host a dedicated exhibit table in the entry of the general session room for up to 3 days of morning keynotes. As attendees arrive each morning, you will be front and center, with a chance to share your organization's information and promotional items. You'll be provided with a 6-foot-wide table, appropriate for a drape with your logo, and your standing banner (max 8 ft x 3 ft).

Additional Recognition & Visibility

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Event Access

- Complimentary attendance at morning keynote sessions
- Complimentary attendance at and afternoon and evening social events





Have something else in mind? Let's talk.

We'd love to hear your creative ideas on how to enhance the PBL World experience with your participation.

For information about becoming a PBL World sponsor, please contact:

Sally Kingston | sally@pblworks.org