

# Sponsorship Prospectus

13TH  
ANNUAL

PBL WORLD

2023

SHARING OUR STORIES: CHANGING THE NARRATIVE THROUGH GOLD STANDARD PBL

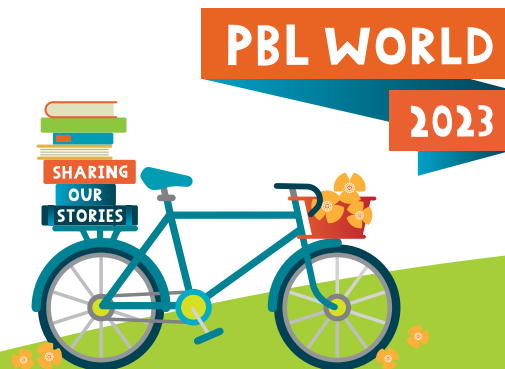


**The 13th annual PBL World** is a one-of-a-kind, 4-day gathering of K-12 teachers, instructional coaches, and school and district leaders focused on advancing their work with Project Based Learning.

In 2023, PBL World will be presented as an **in-person conference** on Monday–Thursday, June 26-29, 2023, at American Canyon High School nestled in the hills in the south of Napa County, California. This 13th annual event will bring together educators from across the U.S. and countries around the world. Participants will engage in highly interactive workshops, inspiring keynote sessions, and 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 with attendees in a range of creative ways.

Join us as a **PBL World 2023** sponsor, and provide valuable support to help advance transformation in education for all students.



## Who attends PBL World?

This year, we expect nearly **1,500 participants** from all over the United States and many other countries, so there will be a high energy level and a diverse range of perspectives.

**61%** of our attendees are **teachers**, and **39%** are **school** and **district leaders**, including:

- Instructional Coaches/Curriculum Specialists: **14%**
- Principal/Assistant Principals/Superintendents: **17%**
- Other: **8%**

PBL World attendees include **U.S.** and **international partners**:

- **90%** from the **United States** from more than **35 states**
- **10% International** from more than **20 countries**



## What did participants say about their experience at PBL World?

In 2022, nearly **1,200 educators** from across the country and world participated in PBL World in person.

**78% Strongly Agreed** with the statement across all PBL World 2022 Workshops:

“Overall, I am very satisfied with this service.”

And attendees gave the Workshops an **overall Net Promoter Score** of **76** which is **Outstanding**.

“It was the best conference I have been to in 23 years of teaching! It was very organized for such a large group of participants. The leaders were excellent and the whole conference was very thought out and really well done.”

“Thank you for being so organized and accommodating. My facilitator was super! Very clear, energetic, realistic, and I learned so much!”

What is the likelihood that you would recommend PBL World to a friend or colleague?

**54 Net Promoter Score** which is **Excellent**.

# Sponsorship Opportunities

	TRAILBLAZER \$20,000 <i>Exclusive</i>	INNOVATOR \$10,000	PATHFINDER \$5,000	EXPLORER \$1,000
<b>PBLWorks Website:</b> Your logo and link on website	✓	✓	✓	✓
<b>Promotion:</b> Your logo and link included in at least 3 email blasts to our 200,000+ subscribers and promoted on social media	✓	✓	✓	✓
<b>Complimentary Attendance:</b> At morning keynote sessions	✓	✓	✓	✓
<b>Complimentary Registration:</b> For the three-day Conference	<b>THREE</b> \$3,900 value	<b>TWO</b> \$2,600 value	<b>ONE</b> \$1,300 value	
<b>Sponsor Booth:</b> Opportunity to share products and services in a Sponsor Booth	✓	✓	✓	
<b>Welcome Recognition:</b> Your logo and Thank You shared during Conference opening session	✓	✓		
<b>Dedicated Blog:</b> Featuring your organization sent to our 200,000+ subscribers	✓	✓		
<b>Lanyards:</b> Sponsor name on participant lanyards PBLWorks Welcome Reception on Tuesday	✓			
<b>Evening:</b> Exclusive branding opportunity on event signage, introduction by Bob Lenz, CEO, and brief remarks to audience of 800 educators	✓			
<b>Conference Banner:</b> Your logo on welcome banner at the event	<b>X-LARGE</b> Top middle	<b>LARGE</b> on second row	<b>MEDIUM</b> on third row	<b>SMALL</b> on bottom row



# Trailblazer Sponsor

\$20,000 – *Exclusive*

## Dedicated Blog & Premium Brand Recognition

- Your brand logo and Thank You shared during PBL World Welcome session on Day 1
- One dedicated Blog to all PBL World attendees promoting your organization, work, or products (subject to approval by PBLWorks)
- Your Sponsor name on participant lanyards
- Your logo featured prominently on conference welcome banner at the event

## Host of Welcome Reception

- An elegant reception featuring passed appetizers and local wines. As the exclusive Trailblazer sponsor, you will have the opportunity to engage with our 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)

## Sponsor Booth

- This is your opportunity to directly connect with PBL educators on issues that concern and interest them—issues that your organization is uniquely positioned to address. The Sponsor Booth will be open during lunch on Conference days (Tuesday–Thursday, June 27–29).

## Additional Brand Recognition & Visibility

- Your logo and link on PBL World website sponsor page, including a 100-word description of your organization’s services and products
- Your logo and link included in at least 3 email blasts to our 200,000+ subscribers

## Event Access

- Complimentary registration for 3 people to 3-Day Workshops
- Complimentary access to keynote speaker sessions



# Innovator Sponsor

\$10,000

## Dedicated Blog & Premium Brand Recognition

- Your brand logo and Thank You shared during PBL World Welcome session on Day 1
- One dedicated Blog to all PBL World attendees promoting your organization, work, or products (subject to approval by PBLWorks)
- Your logo featured on conference welcome banner at the event

## Sponsor Booth

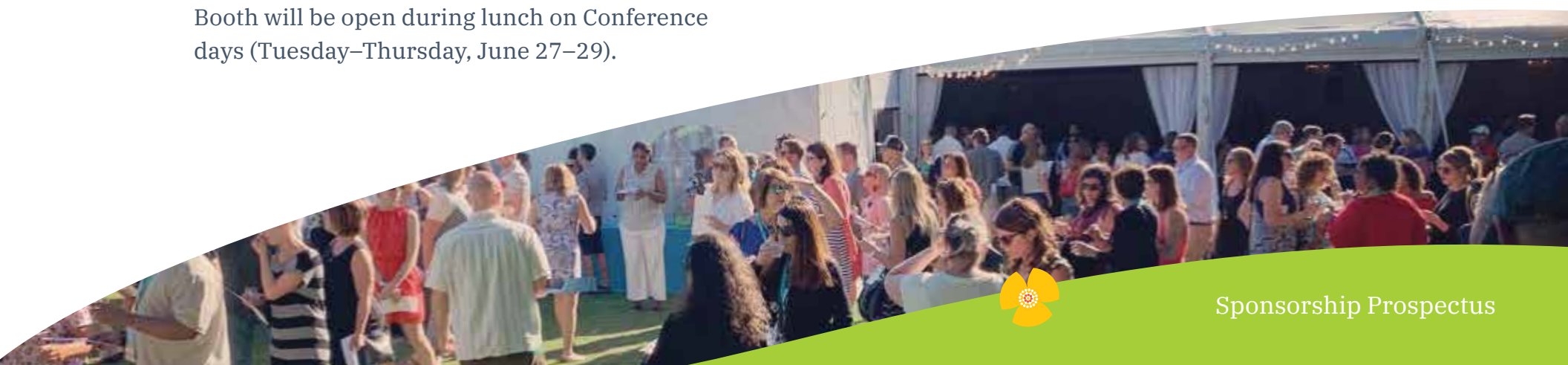
- This is your opportunity to directly connect with PBL educators on issues that concern and interest them—issues that your organization is uniquely positioned to address. The Sponsor Booth will be open during lunch on Conference days (Tuesday–Thursday, June 27–29).

## Additional Brand Recognition & Visibility

- Your logo and link on PBL World website sponsor page, including a 100-word description of your organization’s services and products
- Your logo and link included in at least 3 email blasts to our 200,000+ subscribers

## Event Access

- Complimentary registration for 2 people to 3-Day Workshops
- Complimentary access to keynote speaker sessions



# Pathfinder Sponsor

\$5,000

## Brand Recognition & Visibility

- Your logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products
- Your logo and link included in at least 3 email blasts to our 200,000+ subscribers
- Your logo on conference welcome banner at the event

## Sponsor Booth

- This is your opportunity to directly connect with PBL educators on issues that concern and interest them—issues that your organization is uniquely positioned to address. The Sponsor Booth will be open during lunch on Conference days (Tuesday–Thursday, June 27–29).

## Event Access

- Complimentary registration for 1 person to 3-Day Workshops
- Complimentary access to keynote speaker sessions





# Explorer Sponsor

\$1,000

## Brand Recognition & Visibility

- Your logo and link on PBL World website sponsor page, including a 100-word description of your organization's services and products
- Your logo and link included in at least 3 email blasts to our 200,000+ subscribers
- Your logo on conference welcome banner at the event

## Event Access

- Complimentary access to morning keynote speaker sessions



# About PBLWorks

The Buck Institute for Education (dba PBLWorks) is a nonprofit dedicated to transforming the lives of students through high quality Project Based Learning (PBL). Our mission is to build the capacity of teachers to design and implement high quality projects and for school leaders to create the conditions for teachers to do so. Our vision is for all students, especially Black and Brown students, to engage in high quality Project Based Learning (PBL) to deepen learning and achieve success in college, career, and life. Since 1999, we have offered professional development in Project Based Learning (PBL) to teachers and leaders at the school and district level. Over the past decade, we have served over 30,000 educators annually in all 50 states and across the globe. We connect regularly with a network of over 200,000 educators.

PBLWorks has over 25 years of experience designing and facilitating high-quality professional development for teachers, school and district leaders, and instructional coaches across the nation and globe. In alignment with our mission and our racial equity imperative, we acknowledge the high quality professional development as a powerful lever for educator growth and development and student impact, especially for Black and Brown students. Our core beliefs about high quality PBL are based on our collective experience seeing what is possible for all students, especially Black and Brown students. When done well, PBL...

- Transforms students by inspiring them to think differently about themselves as learners, collaborators, and leaders
  - Prepares students for success in college, career, and life
  - Leads students to master core academic content and builds success skills
  - Advances educational equity and empowers youth furthest from opportunity
    - Enables teachers to make a difference in their students' lives



For more information about becoming a sponsor of PBL World 2023, please contact:

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