



ELEVATING
EARLY
EDUCATION

SPONSOR | EXHIBIT | ADVERTISE

SPONSOR OPPORTUNITIES

Please respond by **March 25, 2022**

May 11–13, 2022

A Hybrid Event: Virtual and In-Person Attendees

Detroit Marriott at the Renaissance Center

400 Renaissance Drive, Detroit, MI 48243



HIGHSCOPE®

HighScope.org/InternationalConference



AT HIGHSCOPE, WE BELIEVE EVERY CHILD DESERVES A HIGH-QUALITY, EQUITABLE EARLY EDUCATION.

For more than 50 years, this conviction for equity has been at the center of our early childhood research and what we practice in the classroom. As a trailblazer in early education, our revolutionary Perry Preschool Project proved that high-quality work with young children makes a difference into their adult years. Since then, we have worked side-by-side with providers around the globe to ensure every teacher is supported and every child can thrive.

THE HIGHSCOPE INTERNATIONAL CONFERENCE

The HighScope International Conference is an integral part of our work. Our commitment to building strong instructional early care and education leaders helps providers across the country and around the world build capacity for sustained positive outcomes. The HighScope International Conference is a dynamic and interactive professional learning experience with workshops that are designed to empower early educators and ensure young children receive a high-quality education. Attendees return year after year to share and connect with a community of passionate, like-minded educators, leaving the conference rejuvenated with in-depth knowledge, new ideas, and the confidence to help children succeed.



HIGHSCOPE®

CONFERENCE SPONSORSHIP BENEFITS

HighScope conference sponsors ensure attendees have a memorable experience as they are immersed in career advancing professional learning. In appreciation, these sponsors receive the highest level of recognition during the conference event.

This exclusive opportunity also includes a unique platform to reach a captive audience of over 1,000 educators, of which 94% are professional women committed to ensuring all children from birth to age five receive excellent early care and education. Further, sponsor support highlights those organizations who are allies and advocates of early childhood educators that understand the lifelong benefits of high-quality early childhood education.



INVEST IN BRIGHT FUTURES

High-quality early care and education sets children on a trajectory for lifelong success. Your investment in the HighScope International Conference helps to advance the field of early education by supporting educators and leaders who provide children from birth to age five with the highest quality learning experiences. With your support, together we will build brighter futures.

YOUR INVESTMENT SUPPORTS

- Strengthening and expanding the workforce today and into the future
- Advancing the field of early education by advocating for an investment in its educators

JOIN US AS A PRESENTING SPONSOR

Presenting sponsorships include complimentary registrations to the conference, VIP tickets to the sponsored event, and the sponsors' logo on all event collateral materials — print and digital.

WELCOME RECEPTION

\$10,000

Wednesday, May 11, 2022

A celebratory reception that recognizes the commitment and dedication of early education professionals throughout the industry. Sponsorship supports an evening of entertainment, experiential networking, appetizers, and refreshments.

OPENING KEYNOTE PANEL

\$20,000

Wednesday, May 11, 2022

"Teachers as Researchers"

Featuring the Perry Preschool Early Educators: Evelyn Moore and Louise Derman Sparks
Moderated by Jennifer Keys Adair

We are delighted to open the conference with two key educators in the history of HighScope, and indeed, the entire contemporary field of early childhood education. **Evelyn Moore** and **Louise Derman-Sparks** are two of the original teachers involved in the HighScope Perry Preschool Study and have devoted their lives to improving outcomes for children in underserved communities. This conversation, which will focus on the experience, reach, and legacy of the Perry Preschool Study, will be moderated by **Jennifer Keys Adair, Ph.D.**, author of *Segregation by Experience: Agency, Racism, and Early Learning*. As the sponsor, you will be recognized as presenting the 50th HighScope International Conference Opening Keynote Panel.



Evelyn Moore



Louise Derman Sparks



Jennifer Keys Adair

THURSDAY LUNCHEON KEYNOTE SESSION

\$20,000

Thursday, May 12, 2022

Luncheon Keynote Address: "From the Bronx to Sesame Street"
Sonia Manzano

Sonia Manzano, best known for playing the character Maria on Sesame Street and recognized as one of the "25 Greatest Latino Role Models Ever," will present the luncheon keynote. Manzano will share her inspirational life story, focusing on the perseverance and courage that eventually led her to a role in educational and television history that would impact millions of adults and children alike. As the sponsor, you will be recognized as presenting the 50th HighScope International Conference Luncheon which will also feature a book signing held by Sonia Manzano for her memoir, *Becoming Maria: Love and Chaos in the South Bronx*.



EDUCATOR/ PARENT ENGAGEMENT DAY

\$20,000

Friday, May 13, 2022

Please mark your calendars for a special closing session focusing on the significance of early educator/parent engagement. Young children come to us with family histories and the potential for bright futures, and together teachers and parents determine how best to promote children's optimal development and learning. As parents are a child's first teacher, strengthening early childhood parental partnerships is vital. Even with the challenges of living through COVID-19 and a world-wide pandemic, high-quality early childhood programs are poised to ensure parents understand the science of early childhood, encourage family engagement, and strengthen parent advocacy skills. This session will feature early childhood experts who are engaged in doing this work.

BREAK SPONSORSHIPS

\$2,500

Sponsoring breaks between professional learning sessions allows your organization to have a prominent presence while reaching attendees at peak volume. This valuable offer includes your organizations support featured at hydration stations and rest areas. There are 3 breaks available Wednesday through Friday — or you can choose to sponsor all 3 breaks. As the sponsor, you will be recognized as presenting the HighScope International Conference break and lounge stations.

SPONSORSHIP PACKAGES

Sponsorship includes	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Conference Registration	5	2	1
Break sponsorship (3 available)	✓		
Tote bag insert (800 qty)	✓		
Full-page inside cover ad	✓		
Full-page program ad		✓	
Half-page program ad			✓
Corporate name listed	✓	✓	✓
Logo on conference website	✓	✓	✓
Single Booth (10' x 10')			✓
Double Booth (10' x 20')	✓	✓	
Video Advertising*	✓	✓	
Digital Ad*	✓	✓	✓
Promotional Email*	2	2	1
Push Notifications	2	1	1

*Also available for individual purchase.

GOLD SPONSORS

Our Gold Sponsorships offer you high-level exposure and recognition as a champion for high-quality education. Your generosity allows us to keep our registration prices low so that early childhood programs and educators can keep more of their dollars in the classroom.

SILVER SPONSORS

Our Silver Sponsorships offer you elevated exposure at a promotional rate. Your contribution ensures our attendees have a memorable experience as they engage in high-quality professional learning.

BRONZE SPONSORS

Our Bronze Sponsorships are a great opportunity to signify your presence and support to early childhood educators, decision-makers, and industry leaders.

DIGITAL SPONSORS

Our Digital Sponsorships offer you the opportunity to reach industry leaders and showcase how your products and services support and advance early learning.

DON'T MISS THE OPPORTUNITY TO INVEST

Contact: **Pamela Malone**, development@highscope.org or 734.796.6815
HighScope.org/InternationalConference

EXHIBIT

You will make valuable contacts and develop relationships as you interact one-on-one with educators and decision-makers from around the world.

This is your opportunity to reach industry leaders and showcase how your products and services support and advance early education.

- One 10' x 10' space with one 6' draped table and one chair—\$500
- Additional booth space may be purchased at \$250 each.

Each table purchased receives one meal plan including breakfast (W–F), lunch (W–Th) and the Wednesday evening reception. Additional meal plans may be purchased at \$100 each.

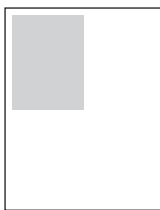


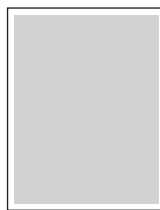
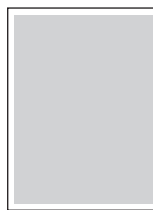
WiFi Internet and electrical outlets will be available. Additional requests need to be arranged prior to the conference. Application for space must be accompanied by a full payment. Space will not be reserved until payment has been received.

Logo and link to website on Exhibitor page inside the virtual platform is included with purchase.

ADVERTISE

PROGRAM AD

Please submit by **March 25, 2022** as an attachment to the online application at HighScope.org/InternationalConference or emailed to marketing@highscope.org. Please provide 300 dpi, print-ready PDF, or TIFF files. Tote bag inserts must be printed and delivered to HighScope by April 1, 2022.

				
1/4 PAGE VERTICAL \$250	1/2 PAGE VERTICAL \$350	1/2 PAGE HORIZONTAL \$350	FULL PAGE \$500 INSIDE COVER \$750	TOTE INSERT \$500

VIDEO

Please provide a link to download your .mp4 file. Video files are limited to a run-time of 2 minutes.

DIGITAL AD

Acceptable file formats include a .jpg file 1280px x 720px or a PowerPoint slide.

Please submit your digital ads as an attachment to the online application at HighScope.org/InternationalConference or emailed to marketing@highscope.org. The deadline to submit your digital advertisement is April 25, 2022.



CONNECT

You will make valuable contacts and relationships with early childhood educators and decision-makers from around the world. This is your opportunity to reach industry leaders and showcase how your products and services support and advance early learning.

DEDICATED EMAIL

Dedicated emails to registered HighScope International Conference attendees are available pre-conference, during the conference, and postconference.

- Final content, website link, and featured image must be submitted one week before your requested email date. We will send one test email for review.
- Please submit a .jpg image file with dimensions 600px x 650px

PUSH NOTIFICATION

Push notifications to registered HighScope International Conference attendees are a great way to connect with attendees during the conference and can be linked to a meeting invite or your website.

- Final push notification content, website link, and requested date and time must be submitted by April 25, 2022.
- Push notifications are limited to 1,000 characters.

We will do our best to accommodate your requested dates for email and push notifications. Please note: these options are scheduled on a first-come, first-serve basis.

Please submit content by emailing marketing@highscope.org.

Click to
submit
online

SPONSOR | EXHIBIT | ADVERTISE

2022 SPONSOR OPPORTUNITIES

Company Name

Mailing Address

City

State

Zip or Postal Code

Authorized Representative

Telephone

Fax

Email

Website

Describe your product

Sponsorship Packages

- ☐ Gold Sponsor \$5,000
- ☐ Silver Sponsor \$2,500
- ☐ Bronze Sponsor \$1,000

- ☐ Keynote \$20,000 (Wed)
- ☐ Keynote \$20,000 (Thurs)
- ☐ Keynote \$20,000 (Fri)

- ☐ Welcome Reception \$10,000
- ☐ Break Sponsorship \$2,500

Exhibit Fees

- ☐ One 10' x 10' booth \$500
- ☐ Additional booth space \$250
- ☐ Additional meal plan \$100 each

Advertising Rates

Individual ad purchases include 1 virtual conference registration and logo with web link on the event platform.

- ☐ 1/4 page \$250
- ☐ 1/2 page vertical \$350
- ☐ 1/2 page horizontal \$350
- ☐ Full page \$500
- ☐ Inside cover \$750
- ☐ Tote bag insert \$500
- ☐ Keynote Video \$1,500
- ☐ Featured Session Video \$900
- ☐ Digital Ad \$250
- ☐ Dedicated Email (2) \$650
- ☐ Dedicated Email (1) \$350

Sponsorship \$ _____ + Exhibit \$ _____ + Advertisement \$ _____

TOTAL AMOUNT \$ _____

☐ Check Enclosed **Credit Card:** ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card Number _____ Expiration MM/YY _____

Card Holder Name _____ Signature _____

The deadline to apply to sponsor, exhibit, or advertise is March 25, 2022.

If you have questions, please contact development@highscope.org or visit HighScope.org/InternationalConference



HIGHSCOPE

600 North River Street, Ypsilanti, MI 48198 | T 800.587.5639