



PARTNERSHIP | 20 OPPORTUNITIES | 24

Public Schools Benefit NC Businesses

North Carolina Public Schools:

- **Host 85% of NC's K-12 students** and delivers employers an educated workforce, with the technical and interpersonal skills required to ensure businesses succeed.
- **Offer career-focused, work-based opportunities** to prepare students for a postsecondary degree or professional credential that aligns with workforce needs.
- **Consist of a diverse student population** preparing students for working in today's multicultural workforce.

Why Invest in The Forum and Public Education?

- **Most jobs in the NC workforce require more than a high school diploma.** Invest in an organization dedicated to ensuring academic success of EVERY NC public school student.
- Make a statement that your organization believes that **ALL children deserve a great education, regardless of their family's wealth or zip code.**
- **Share your organization's brand** with thousands across North Carolina at our signature events.

Our Vision

ALL NORTH CAROLINA CHILDREN shall have the opportunity to **REACH THEIR FULL POTENTIAL** through equitable and meaningful public education that nourishes our state's civic and economic vitality.

Our Mission

To provide **MEANINGFUL ACTION** on North Carolina's **MOST IMPORTANT PUBLIC EDUCATION ISSUES.**

FORUM WORK AND IMPACT



STUDENT CENTERED

OUR WHY

We believe that all students, regardless of family income, zip code or racial identity deserve the opportunity to reach their full potential through equitable and meaningful public education in a school that meets their individual needs.

FORUM'S IMPACT AND WORK

For nearly 40 years the Public School Forum of North Carolina has served as an indispensable and nonpartisan champion of better public schools that meet the needs of EVERY NC student.

Students Need

A well-qualified teacher in
EVERY CLASSROOM

The Forum's programmatic and policy work expands local educator recruitment strategies and incubates programs to recruit and retain a diverse educator workforce addressing NC's over 2,840 instructional vacancies in the 23-24 school year.

Educators trained to
meet current student
MENTAL HEALTH needs

The Forum worked with more than 3,000 educators across the state to create trauma-informed learning environments that are safer and more supportive and continues this work in a state-wide, 5-year, Community Schools' Collaborative to improve student discipline, attendance and academic outcomes.

Academic outcomes, when
disaggregated, are **EQUITABLE**
across student demographics

The Forum works with policymakers and school districts to craft policies that create a statewide equitable education system and takes action toward addressing issues of systemic racism by advocating for structural changes in policy and practice.

Access to high quality,
AFTER SCHOOL programming

The Forum provides professional development, influences policy, and provides resources to help sustain and nurture after school programs, with an emphasis on STEM programming. These programs impact students and their overall success in school and life.

Research backed, evidence-
based **POLICY** changes to allow
students to meet their potential

The Forum conducts research, provides evidence-based policy analysis and recommendations, and engages in advocacy efforts on key evidence-based priorities through our publications and policy engagement.

FORUM EVENTS

SPONSORSHIP OPPORTUNITIES



EGGS & ISSUES BREAKFAST

Date: May 7, 2024

Attendance: 400

Sponsorship Levels: \$2,500-\$15,000

Event Details: A convening of 400 business, education, nonprofit, and government leaders to talk about the most pressing education issues facing North Carolina that will drive policy debate during the upcoming legislative session.

COLOR OF EDUCATION

Date: September 27-28, 2024

Attendance: 500-1,000

Sponsorship Levels: \$2,500-\$20,000

Event Details: A full day summit with workshops and panel discussions focused on strategies for addressing persistent racial inequities in our educational system. Sessions are open to a wide range of participants, including educators, parents, students, nonprofits, policymakers, researchers, and community groups.

SYNERGY CONFERENCE

Date: November 7-8, 2024

Attendance: 200-400

Sponsorship Levels: \$2,500-\$15,000

Event Details: The Synergy Conference brings together hundreds of afterschool and expanded learning program directors, staff, K-12 educators, and college faculty to share research-based information, as well as relevant strategies for engaging students academically, socially and emotionally.

CUSTOM PARTNERSHIPS

Interested in sponsoring more than one of the Forum's annual events? Reach out to Jaime Detzi, Director of Development, at jdetzi@ncforum.org for a personalized sponsorship package.

MAY 7, 2024 | ~400 participants

Eggs & Issues

Event Sponsorship

Education Policy Matters

Through research and evidence-based policy analysis and recommendations the Forum advocates for legislative key priorities to ensure that each and every child in North Carolina has the opportunity to reach their full potential.

About the event: At the beginning of each legislative session, the Forum convenes 400 business, education, nonprofit, and government leaders to talk about the most pressing education issues facing North Carolina that will drive policy debate during the upcoming legislative session.

Each Forum Partner membership is valid for one calendar year from date of returned signed Partner agreement.

Interested in sponsoring more than one event, reach out to Jaime Detzi, Director of Development at the Public School Forum of NC at jdetzi@ncforum.org for a personalized sponsorship package.

CHAMPION

\$15,000+

- Presenting sponsor recognition at Eggs & Issues
- Opportunity to welcome guests from podium at Eggs & Issues
- Opportunity to provide a 30-second video shown at the event
- Organization logo displayed prominently as sponsor on electronic event invitations and at the event
- Recognition in the Friday Report e-newsletter distributed to over 5,000 subscribers
- Recognition on the back cover of the Top Education Issues publication distributed to more than 1,000 policy makers, educators, and business leaders across the state
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 3 months
- Included in Forum Partner recognition on social media
- Logo with URL displayed on Forum website for 12 months
- Complimentary registration for 16 for Eggs & Issues event

AMBASSADOR

\$10,000

- Presenting sponsor recognition at Eggs & Issues
- Organization logo displayed prominently as sponsor on electronic event invitations and the event
- Recognition in the Friday Report e-newsletter distributed to over 5,000 subscribers
- Recognition on the back cover of the Top Education Issues publication distributed to over 1,000 policy makers, educators, and business leaders across the state
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 3 months
- Included in Forum Partner recognition on social media
- Logo with URL displayed on Forum website for 12 months
- Complimentary registration for 12 for Eggs & Issues

PARTNER

\$5,000+

- Organization logo displayed prominently as sponsor on electronic event invitations and the event
- Recognition in the Friday Report e-newsletter distributed to over 5,000 subscribers
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 1 month
- Included in Forum Partner recognition on social media
- Logo with URL displayed on Forum website for 12 months
- Complimentary registration for 10 for Eggs & Issues

FRIEND

\$2,500+

- Organization logo displayed prominently as sponsor on electronic event invitations and the event
- Logo with URL displayed on Forum website for 12 months
- Complimentary registration for 8 for Eggs & Issues

NOV 7-8, 2024 | 200-400 participants



Synergy Annual Conference

Event Sponsorship

Access to Quality After School Matters

How students spend time outside of school is a determining factor for school success and in life. Quality afterschool, expanded learning and out of school opportunities help to improve learning and provide engaging experiences outside of the school day.

About the event: North Carolina Center for Afterschool Programs' (NCCAP) annual Synergy Conference convenes hundreds of afterschool and expanded learning professionals, K-12 educators, community-based youth development leaders, policymakers, and other stakeholders for shared learning and peer networking on research-based practices, effective programs, and public policies that impact students' success in school and life.



ALLY \$15,000+

- Presenting sponsor recognition at Conference
- Integration into the conference app, which includes sponsor banner ads, your name on our sponsor list, custom links, collateral upload to app, social media integration, and lead engagement plus booth traffic tools
- Opportunity to welcome guests from podium at Conference
- Opportunity to provide a 30-second video shown at the conference
- Your organization logo displayed prominently as sponsor on electronic conference invitations and at the conference
- Recognition in the Afterschool Observer e-newsletter distributed to over 4,000 subscribers
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 3 months
- Included in Forum Partner recognition on social media
- Logo with URL displayed on NC CAP & Forum website for 12 months
- Complimentary Exhibit Booth in the Exhibition Hall for vendors
- Complimentary registration for 10 for the conference

Each Forum Partner membership is valid for one calendar year from date of returned signed Partner agreement.

Interested in sponsoring more than one event or additional day-of, site specific sponsorship opportunities, reach out to Jaime Detzi, Director of Development at the Public School Forum of NC at jdetzi@ncforum.org for a personalized sponsorship package.

AMBASSADOR \$10,000

- Presenting sponsor recognition at conference
- Organization logo displayed prominently as sponsor on electronic conference invitations and the conference
- Recognition in the Afterschool Observer e-newsletter distributed to over 4,000 subscribers
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 3 months
- Included in Forum Partner recognition on social media
- Logo with URL displayed on NC CAP & Forum website for 12 months
- Complimentary Exhibit Booth in the Exhibition Hall for vendors
- Complimentary registration for 5 for the conference

PARTNER \$5,000+

- Organization logo displayed prominently as sponsor on electronic conference invitations and at the conference
- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 1 month
- Included in Forum Partner recognition on social media
- Included in Forum Partner recognition on social media
- Logo with URL displayed on NC CAP & Forum website for 12 months
- Complimentary Exhibit Booth in the Exhibition Hall for vendors
- Complimentary registration for 2 for the conference

FRIEND \$2,500+

- Choice of 30 second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice on Education Matters for 1 month
- Organization logo displayed prominently as sponsor on electronic conference invitations and at the conference
- Logo with URL displayed on Forum website for 12 months
- Complimentary registration for 2 for the conference
- Complimentary Exhibit Booth in the Exhibition Hall for vendors

SEPT 27-28, 2024 | 500-1,000 participants

Color of Education Event Sponsorship



COLOR OF EDUCATION

Educator Diversity Matters

Teacher diversity benefits all students, but especially students of color. Research clearly notes that having a teacher that matches students' racial identity increases test scores, reduces the use of disciplinary actions, and increases graduation rates and access to a postsecondary institution.

About the event: A full day with keynotes, multiple breakout sessions, and panel discussions bringing together educators, policymakers, researchers, students, parents, community members, and other key stakeholders focused on achieving racial equity and eliminating racial disparities in education. The Summit is expanded through 3 additional "Mapping the Movement" convenings throughout the year to actualize strategies learned and to foster collective action.

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PRESENTING SPONSOR

\$20,000+

- Three reserved tables (seats 24) with 2 educators or students joining each table
- Presenting sponsor recognition: Dudley Flood Center event website, social media, event signage, printed programs (including Mapping the Movement), invitations and press release
- Opportunity to engage with Dudley Flood Center namesake, keynote speaker, and/or VIP access to reception

CHAMPION

\$10,000

- Two reserved tables (seats 16) with 2 educators or students joining each table
- **Sponsor recognition:** Dudley Flood Center event website, social media, event signage, printed programs (including Mapping the Movement), invitations and press release

FRIEND

\$5,000+

- Two reserved tables (seats 8) with 2 educators or students joining each table
- **Sponsor recognition:** Dudley Flood Center event website, social media, event signage, printed programs invitations and press release

TABLE SPONSOR

\$2,500+

- One reserved table (seats 8)
- **Sponsor recognition:** Event signage and printed program, complimentary Exhibit Booth in the Exhibition Hall for vendors

