



ALABAMA
Education and Workforce
Network Conference

**SPONSORSHIP
OPPORTUNITIES**

**Connecting Earning to Learning
from K-12 to College and Beyond**

April 14-15, 2020 • Hilton Birmingham at UAB





ALABAMA POSSIBLE AND THE ALABAMA EDUCATION AND WORKFORCE NETWORK

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Educational attainment impacts both individual incomes and community-wide prosperity. Only 45 percent of Alabamians have postsecondary credentials, while the projected demand in 2025 is 51 percent, according to the Alabama Workforce Council. To close this gap, **Governor Kay Ivey set the Success Plus goal of adding 500,000 individuals with valuable postsecondary credentials to the state's workforce.**

In support of this goal, **Alabama Possible**, a statewide nonprofit organization, is convening the **Alabama Education and Workforce Network** focused on the transition from high school to and through postsecondary education. Alabama will join 20 states that have statewide college access networks.

The Alabama Education and Workforce Network will provide capacity building, technical assistance, consulting, workshops, training, advocacy, and research to educators, community-based organizations, and policymakers to drive equitable increases in postsecondary attainment.

Alabama Possible breaks down barriers to prosperity through **education, advocacy, and collaboration** to ensure that every Alabama high school graduate has the opportunity to pursue and complete a valuable postsecondary credential.

[The Education and Workforce Network will make the transition from high school to gainful and meaningful employment a reality for Alabama's youth.](#)

On April 14-15, 2020, Alabama Possible will launch the network at a conference focused on college access and success which will be attended by **Governor Kay Ivey, Lumina Foundation Chief Strategy Officer Danette Howard**, and 200 college access and success professionals, workforce development managers, and business leaders.

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ALABAMA EDUCATION AND WORKFORCE NETWORK 2020 CONFERENCE SPONSORSHIP OPPORTUNITIES

200 Alabama education, workforce, civic, and business leaders will gather on April 14-15, 2020, at the Hilton Birmingham at UAB to network, share ideas, and showcase resources available to increase college and career readiness within the state of Alabama.

Keynote speakers

Alabama Governor Kay Ivey

Lumina Foundation Chief Strategy Office Danette Howard

Target Attendees

- Educators
- Colleges and Universities
- Administrators
- School Counselors and Career Coaches
- Workforce Providers
- Community-Based Organizations
- Educational Resource Groups
- Employers

Conference Tracks

- Postsecondary Access and Success
- Connecting College and Career Success
- Financial Aid and Literacy
- Academic Readiness for Postsecondary Education
- Social and Emotional Learning
- Equity and Opportunity

Alabama Possible (EIN 58-2074080) is a statewide 501(c)(3) organization which breaks down barriers to prosperity.

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ALABAMA EDUCATION AND WORKFORCE NETWORK 2020 CONFERENCE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$20,000 (2 available)

- Ten (10) Alabama Education and Workforce Network conference registrations
- Additional AEWN conference registrations available at a discounted price
- Ten (10) tickets to the opening reception at Saturn Birmingham
- Four (4) tickets to the VIP opening reception at the Saturn Birmingham loft
- Presenting sponsor of opening reception or conference
- Presenting sponsor of selected track (6 options to select from)
- Opportunity to provide marketing materials or items on tables during conference sessions
- Company name/logo on agenda, conference website, conference registration website, opening projection screen, onsite signage
- Special recognition during general session
- Exhibit table in a premier location
- Reserved seating at plenary sessions and meals
- Insert into Conference Goody Bag

Platinum Sponsor \$10,000 (4 available)

- Eight (8) Alabama Education and Workforce Network conference registrations
- Additional AEWN conference registrations available at a discounted price
- Eight (8) tickets to the opening reception at Saturn Birmingham
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Gold Sponsor \$5,000 (8 available)

- Four (4) Alabama Education and Workforce Network conference registrations
- Additional AEWN conference registrations available at a discounted price
- Four (4) tickets to the opening reception at Saturn Birmingham
- Company name/logo on agenda, conference website, conference registration website, opening projection screen, onsite signage
- Exhibit table in a premier location
- Insert into conference goody bag



ALABAMA EDUCATION AND WORKFORCE NETWORK 2020 CONFERENCE SPONSORSHIP OPPORTUNITIES

Silver Sponsor \$3,500 (8 available)

- Two (2) Alabama Education and Workforce Network conference registrations
- Additional AEWN conference registrations available at a discounted price
- Two (2) tickets to the opening reception at Saturn Birmingham
- Company name on agenda, conference website, conference registration website, opening projection screen, onsite signage
- Exhibit table in a premier location
- Insert into conference goody bag

Bronze Sponsor \$2,000 (8 available)

- Two (2) Alabama Education and Workforce Network conference registrations
- Additional AEWN conference registrations available at a discounted price
- Two (2) tickets to the opening reception at Saturn Birmingham
- Company name on agenda, conference website, conference registration website, opening projection screen, onsite signage
- Exhibit table
- Insert into conference goody bag

Exhibitor \$750 (8 available)

- Exhibit table
- Opportunity to network with attendees, distribute marketing materials, collect business cards and promote your business
- Two (2) staff passes for conference
- Insert into conference goody bag

Add-On Sponsorship Options \$1,000 each

- Two (2) Alabama Education and Workforce Network conference registrations
- Additional AEWN conference registrations available at a discounted price
- Printed recognition and thank you for designated sponsorship:
 - Cash for College Sponsor – support students' access to college and financial aid application help and participate in educator recognition
 - Transportation – recognition on transportation vehicles to/from opening reception at Saturn Birmingham
 - Meal and Breaks – printed recognition and thank you for underwriting



ALABAMA EDUCATION AND WORKFORCE NETWORK 2020 CONFERENCE SPONSORSHIP COMMITMENT

Organization: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Select your commitment level:

- Presenting Sponsor (\$20,000)
- Platinum Sponsor (\$10,000)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$3,500)
- Bronze Sponsor (\$2,000)
- Exhibitor (\$750)
- Add on options (please mark your selection below)
 - Cash for College Sponsor (\$1,000)
 - Transportation (\$1,000)
 - Meal and Breaks (\$1,000)

Total Due: _____

Reminders:

- Print-ready logo to lleckemby@alabamapossible.org
- Mail completed form and check payable to Alabama Possible, PO Box 55058, Birmingham, AL 35255
- Credit card payments accepted at alabamapossible.org/events
- Sponsorship commitments/logos due by April 1, 2020, to receive recognition

Questions?

Please contact Liz Leckemby at conference@alabamapossible.org or Kristina Scott at kscott@alabamapossible.org or 205.939.1408

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