

CARNEGIE FOUNDATION SUMMIT **2020**
on
IMPROVEMENT IN EDUCATION
SAN FRANCISCO

APRIL 1–3, 2020
SAN FRANCISCO MARRIOTT MARQUIS

SPONSORSHIP PROSPECTUS



An Ambitious Vision: The Carnegie Foundation Summit on Improvement in Education

The **Carnegie Foundation for the Advancement of Teaching** aims to build a field around the use of improvement science and networked improvement communities to solve longstanding inequities in educational outcomes.

Accomplishing such a formidable goal requires the focused building of capacities across the education field. The Carnegie Foundation launched its **Summit on Improvement in Education** to advance this ambitious vision: a future in which systematic “learning-to-improve” is occurring every day in thousands of settings. The learning and relationships that occur at the Summit continue to catalyze and grow such a future.

In just six years, the conference has escalated dramatically, from 400 attendees at the inaugural event in 2014 to over 1,700 attendees from 47 states and six countries in April 2019.

The Summit Learning Community

By engaging a diverse group of educational professionals—including school and district leaders, staff from charter management organizations, leaders in state departments of education and professional organizations, entrepreneurs, and faculty from higher education institutions—the Summit extends opportunities:

- ▶ For those relatively new to improvement work to learn more about the productive use of improvement principles, improvement networks, and supporting tools and methods
- ▶ For those who have initiated improvement projects to present on their work in progress and to learn from others on similar paths
- ▶ For all to meet with and learn from educators and researchers across our nation and the globe who have taken up these challenges, who are making the improvement principles come alive in their schools and communities, and are turning aspirations for more ambitious educational outcomes into realized outcomes for students

How We've Grown

Number of Attendees	2014	400
	2019	1,733
Number of Presenters	2014	77
	2019	295
Number of Organizations	2014	351
	2019	736
Number of Groups of 3 or More	2014	29
	2019	160
Number of Sessions	2014	30
	2019	79



The 2020 Summit on Improvement in Education

Our Commitment to Equity and Diversity

The 2020 Summit, beginning with the Request for Proposals, will prioritize equity in improvement work, with a focus on elevating underrepresented voices. Many sessions will feature specific practices being used to reduce inequities in educational outcomes. The Carnegie Foundation is committed to increasing the racial diversity of the Summit community, and we are eager to partner with Summit sponsors toward this end. While the Summit already draws educational professionals from diverse groups, it is only by growing that diversity and leveraging those perspectives that the improvement science community will be able to forge effective solutions for the education system's most persistent problems for the nation's most vulnerable children.

Featured Events

- ▶ Pre-conference full-day courses
 - ▶ Welcome and evening receptions
 - ▶ Thought-provoking keynote presentations from leaders in the field
 - ▶ More than 70 breakout sessions
 - ▶ Poster presentations and viewings
 - ▶ Sponsor Appreciation and Strategy Luncheon
 - ▶ Sponsor-hosted breakout sessions
 - ▶ Community of Leaders Invitational Dinner
 - ▶ Lunch meetups and facilitated lunch roundtable discussions
- 

It's About Quality

Our Summit attendees describe it best:

“ *This is one of the most professional and fruitful education conferences that I have attended.*

This is always a highlight of my professional year because I learn things that inform my practice every day.

I love how this conference gets better every year, and it's shocking because it's already so great ... but you still find a way to improve! ”



The Summit Sponsor Community

Why Sponsor the Summit

Becoming a Summit sponsor puts your organization at the forefront of efforts to improve educational outcomes for *all* students, with an emphasis on reducing inequities in educational outcomes for students from low-income families and students of color.

Your support helps us maintain registration rates despite our increased meeting costs, keeping the Summit more accessible to teachers and other education professionals.

Our collective vision is ambitious. Summit sponsors understand that the Summit on Improvement in Education is more than a conference. It is an opportunity to network, gain direction, stimulate dialogue, enhance professional knowledge, and share best practices. It is an opportunity to catalyze positive, sustainable change.

“*Absolutely awesome experience. I love the common focus around getting better at getting better.*”

We were privileged to partner with the following sponsors in 2019:

Leaders

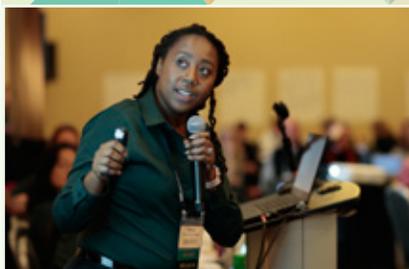
Bill & Melinda Gates Foundation
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Supporters

Carnegie Corporation of New York
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Walton Family Foundation
WestEd

Friends

American Institutes for Research
Charles and Lynn Schusterman Family Foundation
Fundación Educacional Oportunidad
New Visions for Public Schools
Overdeck Family Foundation
Raikes Foundation
Spencer Foundation





Sponsorship Opportunities

We are pleased to present the sponsorship levels and opportunities that follow for your consideration. Each sponsorship level includes ways for your organization to be recognized as supporting improvement (recognition opportunities) and to engage more deeply with Summit leaders (strategic opportunities).

Leader—\$50,000

Recognition opportunities

- ▶ Logo and description prominently represented on Carnegie's website and mobile app
- ▶ Support recognized in Carnegie's social media channels
- ▶ Logo prominently displayed on large screens during all keynote walk-ins
- ▶ Verbal recognition from the podium at opening and closing keynotes
- ▶ Logo prominently displayed on signage
- ▶ Logo in the program guide
- ▶ Advertisement of your choice in the program guide
- ▶ Name and URL in pre-event promotional email to our mailing list

Strategic opportunities

- ▶ Eight complimentary conference registrations
- ▶ Four invitations to the Sponsor Appreciation and Strategy Luncheon with Carnegie leaders
- ▶ Host private meetings or receptions in dedicated meeting room
- ▶ Breakfast meeting or session with a Summit presenter
- ▶ Present a session on an improvement science topic of your choosing
- ▶ Introduce or close a Summit keynote or introduce a prominent breakout presenter
- ▶ Present a poster during multiple sessions, with an additional tabletop exhibit opportunity available
- ▶ Receive a post-Summit attendee directory

Supporter—\$25,000

Recognition opportunities

- ▶ Logo and description on Carnegie's website and mobile app
- ▶ Support recognized in Carnegie's social media channels
- ▶ Logo displayed on large screens during all keynote walk-ins
- ▶ Verbal recognition from the podium at the opening keynote session
- ▶ Logo displayed on Summit signage
- ▶ Logo in the program guide
- ▶ Name in pre-event promotional email to our mailing list, which reaches thousands of education professionals

Strategic opportunities

- ▶ Four complimentary registrations
- ▶ Two invitations to the Sponsor Appreciation and Strategy Luncheon with Carnegie leaders
- ▶ Present a session on an improvement science topic of your choosing
- ▶ Present a poster during multiple sessions, with an additional tabletop exhibit opportunity available
- ▶ Receive a post-Summit attendee directory

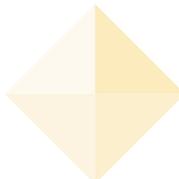
Friend—\$15,000

Recognition opportunities

- ▶ Logo on Carnegie website and mobile app
- ▶ Logo displayed during all keynote walk-ins
- ▶ Logo displayed on signage
- ▶ Logo in the program guide

Strategic opportunities

- ▶ Two complimentary registrations
- ▶ One invitation to the Sponsor Appreciation and Strategy Luncheon with Carnegie leaders
- ▶ Present a poster during multiple viewing sessions
- ▶ Receive a post-Summit attendee directory



If there is an opportunity not on our list that you would like to pursue, we can discuss and customize a package to better meet your needs. Direct your inquiries to Carnegie Foundation's Senior Fellow and Summit Chair, Penny Carver, at carver@carnegiefoundation.org.