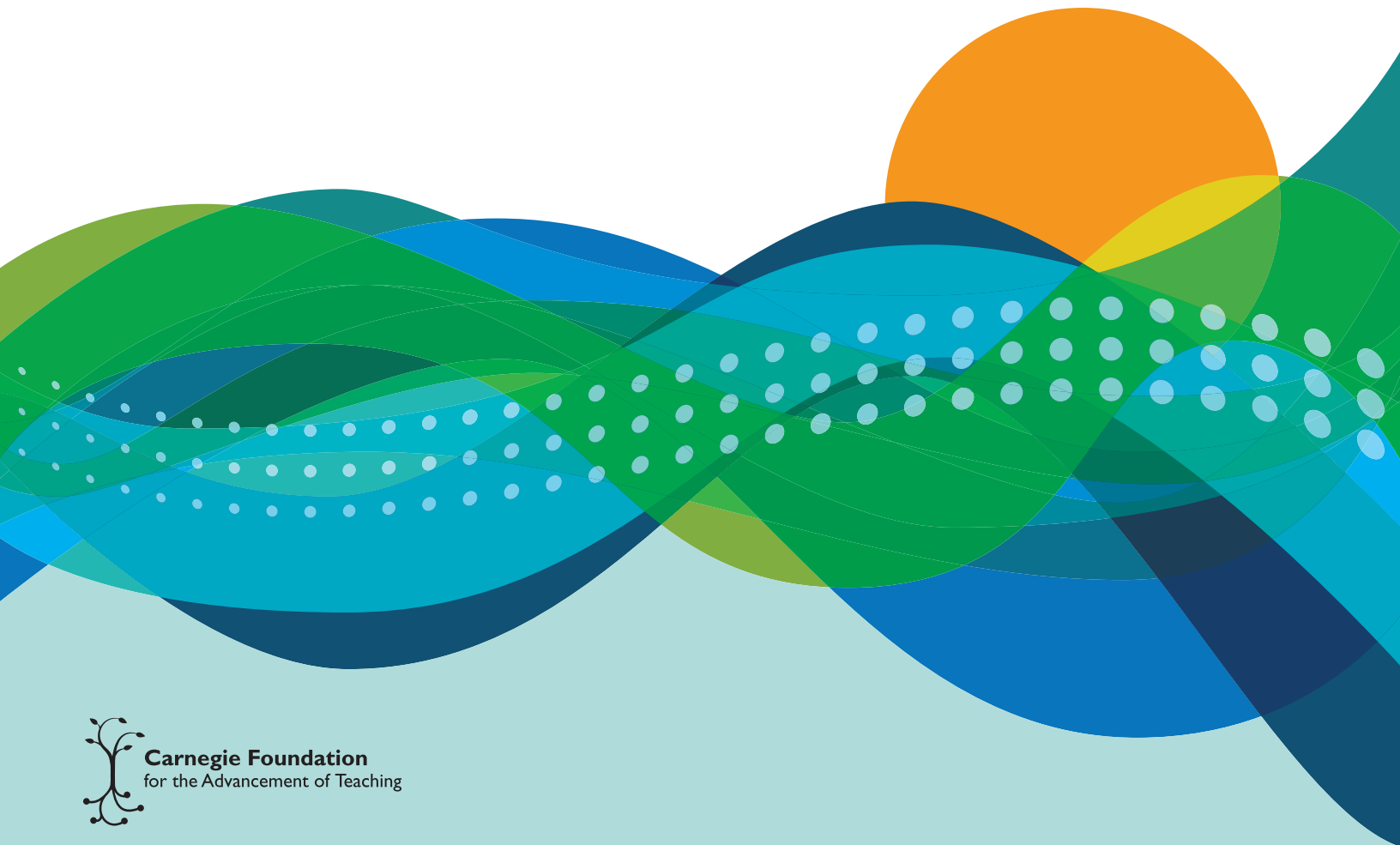


CARNEGIE FOUNDATION SUMMIT **2021**  
*on*  
IMPROVEMENT IN EDUCATION  
SAN DIEGO

APRIL 25–27, 2021  
HILTON SAN DIEGO BAYFRONT

**SPONSORSHIP**  
PROSPECTUS



**Carnegie Foundation**  
for the Advancement of Teaching

# The 2021 Summit on Improvement in Education

The **Carnegie Foundation** is committed to building a field around the use of improvement science and networked improvement communities to solve longstanding inequities in educational outcomes.

To address this goal, we initiated the Summit on Improvement in Education to catalyze and support a future in which systematic learning to improve is occurring every day in thousands of settings.

In just seven years, Carnegie's Summit has developed a vibrant learning community by engaging diverse groups of educational professionals including school and district leaders, staff from charter management organizations, leaders in state departments of education and professional organizations, entrepreneurs, faculty from higher education organizations, students, parents, and community leaders—all in service of addressing complex problems and issues of inequity in educational outcomes.

While the Summit community continues to grow in size, from 400 attendees at the inaugural conference in 2014 to more than 2,000 registered attendees in 2020, it has also grown in thought and practice.

## Carnegie Foundation's Summit 2021 Hybrid Event: The Best of Both Worlds

Carnegie Foundation's eighth annual Summit is scheduled for April 25–27 at the Hilton San Diego Bayfront. Building on the learning we gained in our pivot to a post-COVID virtual Summit in 2020, our 2021 conference will be a hybrid event of in-person and digital programming.

The in-person Summit will offer full-day pre-conference courses, keynote speakers, breakout sessions, a poster gallery, and networking opportunities. Running alongside the physical event will be a livestreamed experience and virtual networking activities for those who prefer to participate remotely. Equal attention will be given to both audiences, with all sessions recorded for post-Summit on-demand viewing to extend the Summit as a source of year-round learning.

While nothing may ever completely replace an in-person gathering, we know from our Summit 2020 experience that virtual events can successfully engage a larger and more diverse audience—those who may choose not to attend the in-person conference because of the costs of registration, travel, and accommodations; the inability to take time away from home and work responsibilities; or wariness around traveling and gathering in groups due to the coronavirus even after the government may have given the all-clear.

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

—IN-PERSON ATTENDEE

*"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!"*

—IN-PERSON ATTENDEE

*"Continue holding some kind of Summit online event, as I think it will improve equity and access significantly."*

—REMOTE ATTENDEE

# The 2021 Summit on Improvement in Education

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

—IN-PERSON ATTENDEE

*“I really liked the on-demand live combination. Would LOVE if future conferences had this ability as well.”*

—REMOTE ATTENDEE

*“I absolutely LOVED having access to all the slide decks in one place. And instead of choosing between sessions, I can watch them ALL.”*

—REMOTE ATTENDEE

*“Virtual sessions were great! They were seamless, informative, and well-presented.”*

—REMOTE ATTENDEE

## Features of the 2021 Hybrid Summit

### For in-person attendees at the Hilton San Diego Bayfront:

- ▶ Full-day pre-conference courses
- ▶ Four dynamic and thought-provoking keynotes
- ▶ Breakout sessions scheduled concurrently throughout the two days
- ▶ Poster gallery viewings
- ▶ Roundtable discussions and meetups by topic and affinity groups
- ▶ Networking opportunities and receptions
- ▶ Subscription to the 2021 Summit Digital Library as a critical resource for year-round learning and professional development

### For remote attendees:

- ▶ Livestreamed keynotes and breakout sessions
- ▶ Pre-recorded poster presentations
- ▶ Activity structures to facilitate remote engagement in breakout sessions on our Zoom platform
- ▶ Opportunities for virtual networking—such as meetups, coffee chats, and happy hours—by topics and affinity groups
- ▶ Subscription to the 2021 Summit Digital Library as a critical resource for year-round learning and professional development

## Our Commitment to Equity

In education, improvement science is the engine that can drive equity reforms by providing a method for “seeing the system” that is producing inequitable results and a rigorous, structured approach to planning and implementing change. But to disrupt the systems and power structures that underlie inequitable outcomes, efforts must address equity directly and explicitly. Indeed, the confluence of events in our current moment has brought these persistent disparities into sharper relief for the nation as a whole. Therefore, in 2021, we will greatly expand on the one-third of Summit programming we typically devote to equity, diversity, and inclusion.

## Our Commitment to Diversity

It is only by growing the racial diversity of our Summit community and engaging and leveraging diverse perspectives in our improvement work that we will be able to develop effective solutions to education’s persistent problem of inequity. We are committed to increasing the racial diversity of our Summit community and are eager to partner with our Summit sponsors towards this end.

# 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 households and students of color.

**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.

**Delivering a hybrid Summit event.** Your support this year is more important than ever.

The revenue from in-person and remote registration fees is difficult to predict given the COVID-19 pandemic and the considerably higher cost to design and deliver a hybrid event for reasons such as:

- ▶ Livestreaming keynote presentations and breakout sessions
- ▶ Cataloguing all session recordings, slides, and resources in the Summit Digital Library to extend the impact by making it a source of year-round learning
- ▶ Facilitating remote breakout activities
- ▶ The usual meeting costs of an in-person event

Your support will enable us to maintain the same registration fees despite these increased costs and make Summit 2021 more accessible to teachers and other education professionals participating in-person or remotely.

**We were privileged to partner with our 2020 sponsors.**

### Leaders

Bill & Melinda Gates Foundation

William and Flora Hewlett Foundation

S.D. Bechtel, Junior Foundation

### Supporters

American Institutes for Research

Carnegie Corporation of New York

National Education Association

W.K. Kellogg Foundation

Walton Family Foundation

WestEd

### Friends

Fundación Educacional Oportunidad

New Visions for Public Schools

Overdeck Family Foundation

Raikes Foundation

Spencer Foundation

Wallace Foundation

### Additional Contributors

American Federation of Teachers

Nellie Mae Education 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 ways for your organization to engage more deeply with Summit leaders (strategic opportunities).

We have maintained sponsorship rates for 2021 at the same level as previous years, but ask that you consider increasing your financial commitment given the special circumstances of the coming year.

Similarly, we would be delighted to customize the opportunities below to best meet your organization's strategy and activities.

If there is an opportunity not on our list that you would like to pursue, we can discuss and customize these packages to better meet your needs. Contact Carnegie Foundation's Senior Fellow and Summit Chair, Penny Carver, at [carver@carnegiefoundation.org](mailto:carver@carnegiefoundation.org) with these inquiries.

### Leader - \$50,000 and above

#### Recognition opportunities

- ▶ Logo and description prominently represented on Carnegie's website
- ▶ Logo prominently displayed on Carnegie's Summit app
- ▶ Support recognized on social media
- ▶ Logo prominently displayed on large screen during all keynotes
- ▶ Verbal recognition from the podium at opening and closing keynotes
- ▶ Logo prominently displayed on Summit signage
- ▶ Logo appears in the Program Guide
- ▶ **NEW!** Logo displayed in the Summit Digital Library (recordings of sessions for year-round on-demand learning)
- ▶ Advertisement in the Program Guide
- ▶ Name and URL in pre-event promotional email, which reaches thousands of education professionals

#### Strategic opportunities

- ▶ Eight complimentary registrations for in-person attendees
- ▶ Eight complimentary registrations for remote attendees
- ▶ Four invitations to the Strategy & Appreciation Luncheon with Carnegie leaders
- ▶ Host private meetings or receptions in a dedicated meeting space
- ▶ Present a session on an improvement science topic of your choosing
- ▶ Convene a breakfast meeting or session with a Summit presenter
- ▶ Convene a select remote attendee group on a topic of your choosing
- ▶ Introduce or close a Summit keynote or prominent breakout session presenter
- ▶ Present a poster during multiple viewing sessions, with an additional tabletop exhibit opportunity available
- ▶ Receive a post-Summit attendee directory

### Supporter - \$25,000 and above

#### Recognition opportunities

- ▶ Logo and description on Carnegie's website
- ▶ Logo displayed on Carnegie's Summit app
- ▶ Support recognized on social media
- ▶ Logo displayed during keynotes
- ▶ Verbal recognition from the podium at opening keynote
- ▶ Logo displayed on Summit signage
- ▶ Logo appears in the Program Guide
- ▶ **NEW!** Logo displayed in the Summit Digital Library (recordings of sessions for year-round on-demand learning)
- ▶ Name in pre-event promotional email, which reaches thousands of education professionals

#### Strategic opportunities

- ▶ Four complimentary registrations for in-person attendees
- ▶ Four complimentary registrations for remote attendees
- ▶ Two invitations to the Strategy & Appreciation Luncheon with Carnegie leaders
- ▶ Present a session on an improvement science topic of your choosing
- ▶ Convene a select remote attendee group on a topic of your choosing
- ▶ Present a poster during multiple viewing sessions, with an additional tabletop exhibit opportunity available
- ▶ Receive a post-Summit attendee directory

### Friend - \$15,000 and above

#### Recognition opportunities

- ▶ Logo on Carnegie's website
- ▶ Name on Carnegie's Summit app
- ▶ Logo displayed during walk in of keynotes
- ▶ Logo displayed on Summit signage
- ▶ Logo appears in the Program Guide
- ▶ **NEW!** Name displayed in the Summit Digital Library (recordings of sessions for year-round on-demand learning)

#### Strategic opportunities

- ▶ Two complimentary registrations for the in-person event
- ▶ Two complimentary registrations for remote attendees
- ▶ One invitation to the Strategy & Appreciation Luncheon with Carnegie leaders
- ▶ Present a poster during multiple viewing sessions
- ▶ Receive a post-Summit attendee directory