

SPONSORSHIP

Opportunities



JULY 13, 2017

GOAL AND PURPOSE OF THE DC DATA SUMMIT:

- Provide over 200 Charter School leaders, teachers, and stakeholders with the opportunity to collaborate to find solutions to data problems and share the latest trends and best practices for data-driven instructional decision making. The DC Data Summit encourages charter school leaders to take a step further and discover innovative approaches and platforms to drive high quality instruction.
- Allow companies that support education through data and technology the opportunity to connect with charter school leaders as they are actively thinking about enhancing their performance management tools and strategy.
- Support charter school leaders in making an informed choice in selecting the best technology resources for their students, staff, and families.
- A more effective use of data will have a measurable impact on student outcomes.



A POWERFUL DC DATA COMMUNITY:

- FOCUS serves the entire charter sector by supporting all 65 local education agencies (LEAs) and their 118 campuses.
- FOCUS's support includes the data intern program, intensive data support, data workshops, systems consultation, data vendor selection, and more.
- FOCUS's data staff can share best practices through FOCUS's ongoing data workshop and professional development program.
- FOCUS also provides Student Information System (SIS) transition support.

Charter schools and nonprofit organizations FOCUS works with through our Data Support Initiatives:

Academy of Hope Adult
Achievement Preparatory Academy
AppleTree Early Learning
BASIS Washington DC
Capital City
Center City
Cesar Chavez
DC International
DC Prep
DC Scholars
E.L. Haynes
EdOps
Elsie Whitlow Stokes Community Freedom
Excel
Friendship
Goodwill Excel Academy
Ideal Academy
Ingenuity Prep
Inspired Teaching Demonstration

KIPP DC
Latin American Montessori Bilingual
LAYC Career Academy
Maya Angelou
Monument Academy
Mundo Verde Bilingual
National Collegiate Preparatory
The Next Step
One World Education
Paul
Raise DC
See Forever Foundation
SEED
Sela
Thurgood Marshall Academy
Urban Teachers
Washington Leadership Academy
Washington Yu Ying
YouthBuild



PARTICIPATE IN THE DC DATA SUMMIT:

1. Get your brand and/or product in front of numerous school leaders while they're actively learning and exploring the tools necessary to achieve data integrity and effectiveness.
2. Learn about which schools will have open RFPs for data and technology services for the next school year.
3. Receive updated information from FOCUS regarding the evolving needs and goals of DC charter schools related to demonstrative performance management practices, digital curriculum, digital instruction, and data.

UNIQUE SPONSORSHIP LEVELS:

Data Champion	\$25,000	Page 5
Trendsetter	\$15,000	Page 6
Systems Pioneer	\$10,000	Page 7
Influential Innovator	\$7,500	Page 7
Evaluation Expert	\$5,000	Page 8
Outcome Seeker	\$2,500	Page 8
Analysis All-Star	\$1,000	Page 9
Visual Wizard	\$500	Page 9



DATA CHAMPION

\$25,000

CONTENT

- Present one substantive breakout session as part of official DC Data Summit.
- Opportunity to be the presenting sponsor for attendee meals and a happy hour.
- Opportunity to host a post-conference workshop / webinar with a small targeted audience.

TARGET AUDIENCE

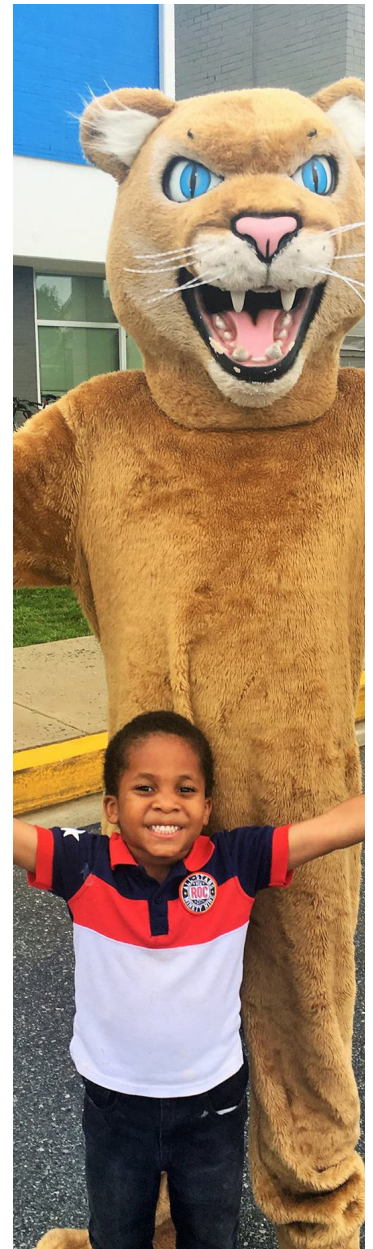
- Include an approved message in FOCUS's Thursday Digest, a weekly electronic bulletin that reaches 800 education professionals.
- Promotional branding in high traffic areas at the DC Data Summit.

EXHIBIT

- Complimentary booth in the location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Logo visibility on attendees name badges.
- Full page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- A flyer inserted into DC Data Summit program materials.
- 10 complimentary DC Data Summit passes.
- 7 registrations for the 2018 DC Charter School Conference.



TRENDSETTER SPONSOR

\$15,000

CONTENT

- Present one substantive breakout session as part of official DC Data Summit.
- Opportunity to be the presenting sponsor for attendee meals and a happy hour.
- Opportunity to host a post-conference workshop / webinar with a small targeted audience.

TARGET AUDIENCE

- Include an approved message in FOCUS's Thursday Digest, a weekly electronic bulletin that reaches 800 education professionals.
- Promotional branding in high traffic areas at the DC Data Summit.

EXHIBIT

- Complimentary booth in location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Catch attendees' attention as the Registration Area Sponsor.
- Full page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- A flyer inserted into DC Data Summit program materials.
- 8 complimentary DC Data Summit passes.
- 5 registrations for the 2018 DC Charter School Conference.



SYSTEMS PIONEER

\$10,000

INFLUENTIAL INNOVATOR

\$7,500

CONTENT

- Present one substantive break out sessions as part of official DC Data Summit.
- Opportunity to be the presenting sponsor for attendee meals or a happy hour.

TARGET AUDIENCE

- Include an approved message in FOCUS's Thursday Digest, a weekly electronic bulletin that reaches 800 education professionals.
- Promotional branding in high traffic areas at the DC Data Summit.

EXHIBIT

- Complimentary booth in location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Official swag sponsor.
- Full page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- A flyer inserted into DC Data Summit program materials.
- 5 complimentary DC Data Summit passes.
- 3 registrations for the 2018 DC Charter School Conference.

CONTENT

- Present one substantive break out sessions as part of official DC Data Summit.
- Opportunity to be a part of a panel discussion at the DC Data Summit.

TARGET AUDIENCE

- Include an approved message in FOCUS's Thursday Digest, a weekly electronic bulletin that reaches 800 education professionals.
- Promotional branding in high traffic areas at the DC Data Summit.

EXHIBIT

- Complimentary booth in location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Official meal time sponsor.
- Half page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- A flyer inserted into DC Data Summit program materials.
- 5 complimentary DC Data Summit passes.
- 3 registrations for the 2018 DC Charter School Conference.

EVALUATION EXPERT

\$5,000

OUTCOME SEEKER

\$2,500

CONTENT

- Present one substantive break out sessions as part of official DC Data Summit.
- Opportunity to be a part of panel discussion at the DC Data Summit.

TARGET AUDIENCE

- Include an approved message in FOCUS's Thursday Digest, a weekly electronic bulletin that reaches 800 education professionals.
- Promotional branding in high traffic areas at the DC Data Summit.

EXHIBIT

- Complimentary booth in location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Official bag sponsor.
- Half page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- A flyer inserted into DC Data Summit program materials.
- 4 complimentary DC Data Summit passes.
- 2 registrations for the 2018 DC Charter School Conference.

CONTENT

- Opportunity to be a part of panel discussion at the DC Data Summit.

TARGET AUDIENCE

- Include an approved message in FOCUS's Thursday Digest, a weekly electronic bulletin that reaches 800 education professionals.
- Promotional branding in high traffic areas at the DC Data Summit.

EXHIBIT

- Complimentary booth in location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Quarter page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- A flyer inserted into DC Data Summit program materials.
- 4 complimentary DC Data Summit passes.
- 2 registrations for the 2018 DC Charter School Conference.

ANALYSIS ALL-STAR

\$1,000

VISUAL WIZARD

\$500

EXHIBIT

- Complimentary booth in location of your choice.

ENHANCE BRAND TRUST AND AWARENESS

- Quarter page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- 2 complimentary DC Data Summit passes.
- 1 registration for the 2018 DC Charter School Conference.

ENHANCE BRAND TRUST AND AWARENESS

- Quarter page color advertisement with premium placement in the program guide.
- Your logo on all signage.
- Your logo in emails promoting DC Data Summit.
- Your logo on DC Data Summit sponsorship webpage with link to your company website.
- 2 complimentary DC Data Summit passes.



YES

I will sponsor the DC Data Summit at the following level:

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Data Champion | \$25,000 | <input type="checkbox"/> Evaluation Expert | \$5,000 |
| <input type="checkbox"/> Trendsetter | \$15,000 | <input type="checkbox"/> Outcome Seeker | \$2,500 |
| <input type="checkbox"/> Systems Pioneer | \$10,000 | <input type="checkbox"/> Analysis All-Star | \$1,000 |
| <input type="checkbox"/> Influential Innovator | \$7,500 | <input type="checkbox"/> Visual Wizard | \$500 |

PAYMENT METHOD:

Enclosed is my check payable to FOCUS in the amount of \$ _____

I am paying \$ _____ online <http://dcdatasummit.org/sponsors>

Please charge my Mastercard / VISA / American Express in the amount of \$ _____

Name on Card: _____

Card Number: _____ Exp. _____

Signature: _____ CID _____

CONTACT INFORMATION

Sponsor Name (As it should be listed): _____

Contact Name: _____ Company: _____

Address: _____

Email: _____ Phone: _____

QUESTIONS? Please contact Cherrelle Swain at cswain@focusdc.org or 202.387.0405

FRIENDS OF CHOICE IN URBAN SCHOOLS
1436 U STREET, NW, SUITE 204
WASHINGTON, DC 20009

FOCUS is a registered 501c3 non-profit organization. Your donations are tax-deductible to the extent permissible by law.

2017 DC DATA SUMMIT SCHEDULE



8:30 – 9:00 am	Breakfast and Registration
9:00 – 9:30 am	Welcome and Opening Remarks
9:45 – 11:15 am	Breakout Session 1
11:30 am – 1:00 pm	Breakout Session 2
1:00 – 2:00 pm	Lunch
2:15 – 3:45 pm	Breakout Session 3

Session names, presenters and, workshop descriptions – Available June, 2017.

DETAILS

Date:

Thursday, July 13, 2017
8:30 a.m. - 4:00 p.m.

Location:

KIPP DC College Preparatory PCS
1405 Brentwood Pkwy NE
Washington, DC 20002

2017 DC DATA SUMMIT PARTNERS

