



2020 NATIONAL SERVICE-LEARNING CONFERENCE®
Unmask Your Potential

Sponsor & Exhibitor Opportunities

The 31st Annual National
Service-Learning Conference®
April 16-18, 2020

Harry Hurst Middle School | New Orleans

www.servicelearningconference.org



What will you do to change the world? Join us at **Unmask Your Potential** and find out.

The mission of the National Service-Learning Conference is to bring recognition to the contributions young people are making to change the world — and to help them and their adult allies in reaching their goals.

The conference does this through learning, inspiration, and connection. Attendees leave the experience with the skills and resources to improve their practice, their schools, and their communities.



⤴ The Service Sponsor makes impactful change possible for the local community.

Each year, educators and youth meet at the National Service-Learning Conference to share ideas, network, and affect change. The conference offers a little bit of everything, from interactive classroom sessions, a day of service, plenary sessions, national awards presentation, and many opportunities to connect with inspirational leaders from across the country and around the world.

Recognition

Exhibits provide businesses and organizations the space to share tools and resources that directly impact educators and students. Should you decide to partner with us, you are ensured customized visibility with more than 400 youth and adult attendees through online, print, and on-site opportunities — bringing your brand to life.

We understand that the decision to showcase your organization is significant. NYLC makes your investment worthwhile by collaborating with you to deliver an invaluable conference experience.

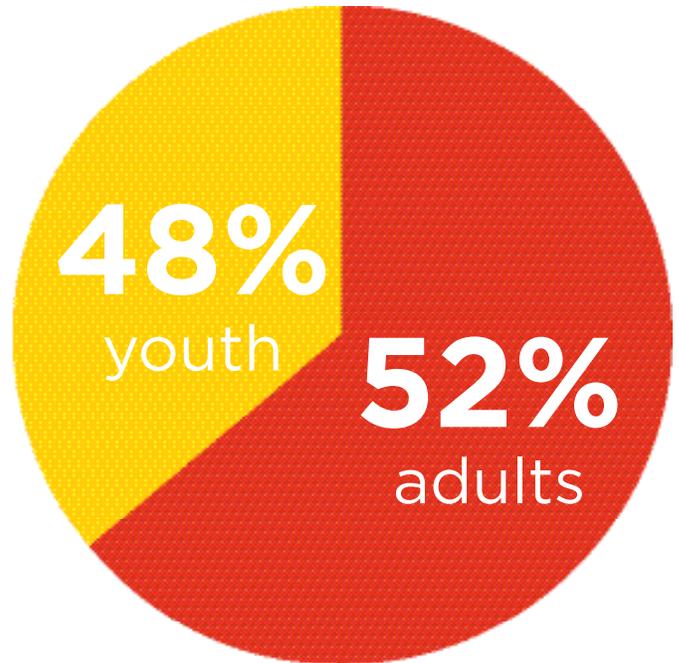
Established in 1987, the National Service-Learning Conference® has brought together more than 30,000 youth and adults from across the United States and beyond. The conference connects participants with educational leaders through three days of engaged learning sessions and hands-on projects. This is the largest gathering of youth, educators, community organizations, and policy-makers dedicated to improving education, strengthening communities, and building youth leadership through service-learning.

Community Impact

Meaningful service. Participants engage with the local community on- and off-site through service projects that make lasting change.

Important outcomes. Engaged learning consistently produces positive academic, character, and civic outcomes for young people.

Inspired community leaders. Sending participants home with the tools and drive to ask important questions, engage authorities, and find solutions to pressing needs in their community.



The adult attendee cohort is comprised of K-12 educators, community organizations, higher education, government, and business professionals.

Past Sponsors

- | | | |
|--|--|--------------------------------|
| AARP | Delta Air Lines | Oxfam America |
| AmeriCorps | H2O for Life | Pearson Foundation |
| American Refugee Committee | General Mills Foundation | Points of Light Foundation |
| Amnesty International | Global Citizens Network | Public Sector Consultants |
| AOL Time Warner | Learn and Serve America | Qatar Foundation International |
| Best Buy | McKnight Foundation | Ritz-Carlton |
| Boy Scouts of America | Microsoft Partners in Learning | Shinnyo-en Foundation |
| Camp Fire USA | National Council of La Raza | Special Olympics |
| Carlson Companies | National 4-H Council | State Farm Insurance |
| City Year, Inc. | National Campus Compact | Target |
| CLAYSS | National Dropout Prevention Center | The James Irvine Foundation |
| Clayton State University | NobleHour | Travelers Insurance |
| Coca-Cola Company Foundation | North American Association for Environmental Education | UPS |
| Communities in Schools | Otto Bremer Foundation | United States Fund for UNICEF |
| Corporation for National and Community Service | | |

Sponsorship Benefits

	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000	Elite \$15,000	CUSTOM Service \$30,000	CUSTOM World \$60,000	CUSTOM Award \$75,000
Representative to present awards with NYLC								X
Recognition in NYLC's newsletter							X	X
Opportunity to introduce keynote speaker							X	X
Opportunity to introduce plenary speaker							X	X
Logo on event T-shirt						X	X	X
Opportunity to host a private reception						X	X	X
Name recognition in national press releases and social media						1	2	3
Name recognition in regional and local press releases						1	2	5
Meet and greet opportunities with keynote speakers and public officials					X	X	X	X
Chairtopper distributed to all conference attendees				1 item	1 item	1 item	2 items	4 items
Advertisement in conference program				X	X	X	X	X
Signage and recognition at sponsored activities				X	X	X	X	X
Complimentary Exhibit Table		X	X	X	X	X	X	X
Invitation to all VIP events	X	X	X	X	X	X	X	X
Reserved seating at general sessions	X	X	X	X	X	X	X	X
Invitation to private funders reception	X	X	X	X	X	X	X	X
Company named as sponsor on conference website with link	X	X	X	X	X	X	X	X
Slideshow and podium recognition during general sessions	X	X	X	X	X	X	X	X
Logo on signage	X	X	X	X	X	X	X	X
Complimentary conference registrations	1	1	1	2	3	5	7	10

Exhibitor Information

Innovation abounds throughout the conference, where attendees come to develop personalized solutions to address real needs in their schools and communities.

Attendees expect to discover the latest products, services, events, and technologies that are transforming both in- and out-of-school time around the country and learn how they can benefit their world.

Exhibit Hours:

Thursday, April 16

7:00 AM - 11:30 AM

Set-up

Thursday, April 16

12:00 PM - 3:00 PM

Exhibits open

Friday, April 17

8:00 AM - 1:30 PM

Exhibits open

After 1:30 PM

Tear-down

Fees:

6' Table-top + 1 registration \$400

(2) 6' Table-top + 2 registrations \$600

Table Top fee includes one table top space (6') and two chairs.

Table Top rental does not include storage, placement, shipment, or reshipment of exhibit materials, special lighting, booth furnishings, electrical supplies, internet, cleaning, or special services.

Deadline for exhibitor applications is March 13, 2020. Registration for exhibitors must be completed online at servicelearningconference.org no later than March 31, 2020. Additional "Exhibitor Only" passes may be purchased online. Complimentary exhibit space is included in some sponsorship packages.

Questions? Email conference@nylc.org.



^ Become the Award Sponsor and recognize the contributions of youth and adults.



Why Exhibit?

Visibility. Join other leaders in the field at the nation's leading conference on service in education.

Audience. 400+ teachers, young people, administrators, youth workers, policy-makers, business representatives, and more.

Talent pipeline. Gain access to a cohort of the nation's most innovative, proactive young people and build your company's talent pipeline.

Special events. A full schedule of programmed events with national visibility ensures a steady stream of traffic and media attention.

Product demonstration. The Exhibits offer hands-on demonstration opportunities for tech companies, educational service providers, and tools to improve student learning. Participants are interested in the latest education, communications, and consulting tools and techniques to enhance programming in K-12 schools, colleges and universities, and community-based organizations.

Past Exhibitors

- | | | |
|--|---|--------------------------------|
| Action for Water | Habitat for Humanity International | Nestlé |
| Afterschool Alliance | HOBY - Hugh O'Brian Youth Leadership | New Global Citizens |
| Alex's Lemonade Stand | Humane Society University | Nobis World |
| American Red Cross | Institute for Global Education and Service-Learning | Partners of the Americas |
| Berrett-Koehler Publishers | Institute for Leadership and Communication Studies, Morocco | Peace Corps |
| Bezos Family Foundation | Institute of World Affairs | PeaceJam |
| Bridges to Community | Jefferson Awards for Public Service | Plan International USA |
| Carney, Sandoe & Associates | Jim Casey Initiative | Project Ignition |
| Center for Cultural Interchange - Greenheart | KIDS Consortium | Project Learning Tree |
| Child Rescue | Kiva | Qatar Foundation International |
| Civic Education Project | Kiwanis International | Revolution Hunger |
| Concern Worldwide US | Lions Quest | Rotary International |
| Earth Echo | March of Dimes | Rustic Pathways |
| EF Education First | Mentor Up | Sierra Watershed Project |
| Free Spirit Publishing | Minnesota Alliance for Youth | Surf Aid International |
| Free the Children | National Beta Club | The Congressional Award |
| generationOn | National Organizations for Youth Safety | The World We Want Foundation |
| Girl Up | | Tobacco-Free Youth Recreation |
| Global Leadership Adventures | | Youth Today |
| Greater Twin Cities United Way | | Youth Volunteer Corps |
| H2O for Life | | YSA (Youth Service America) |

Unmask Your Potential

The 31st Annual National Service-Learning Conference

YOUR INFORMATION (*will be listed in the conference program guide)

First Name: _____

Last Name: _____

Organization*: _____

Address*: _____

City*: _____ State*: _____ Zip*: _____

Phone: _____ Email: _____

Website*: _____

EXHIBITOR OPTIONS

Check one: Table-top + 1 registration \$400 (2) Table-tops + 2 registrations \$600

Number of spaces (if over 1): _____

Please provide a 15-word description of the products and/or services exhibited for the conference mobile app. Exhibitors not completing this information will be listed by organization name only.

SPONSOR OPPORTUNITIES

- Bronze \$1,000
- Silver \$2,500
- Gold \$5,000
- Platinum \$10,000
- Elite \$15,000
- Service \$30,000
- World \$60,000
- Award \$75,000

Mail this form and payment to:

NYLC
Attention: Finance
463 Maria Avenue, Suite 108
St. Paul, MN 55106

scan: conference@nylc.org

Questions? Contact us at:
National Youth Leadership Council
conference@nylc.org

PAYMENT INFORMATION

Total sponsorship commitment \$ _____

Total exhibit fees \$ _____

Total payment \$ _____

PAYMENT TYPE: Please invoice me Check enclosed
(payable to NYLC, Fed ID# 41-1449746)

For credit payment: Visa MasterCard American Express

Card number: _____

Security code: _____ Expiration date: _____

Name of cardholder: _____

Signature: _____

Primary Contact Signature: _____ Date: _____

If exhibitor, sponsor, or advertiser is under the age of 18, a parent or legal guardian must complete the section below.

Parent or Guardian Name: _____

Parent or Guardian Signature: _____

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