



# **SPONSOR PROSPECTUS**

## **51st Annual Financial Literacy and Economic Education Conference**

**October 4-6, 2012  
InterContinental Kansas City at the Plaza Hotel  
Kansas City, MO**

**Council for Economic Education  
National Association of Economic Educators  
Global Association of Teachers of Economics**



## Conference Sponsorship Opportunities

### Invitation to Sponsors

The Council for Economic Education invites you to participate in the 51<sup>st</sup> Annual Financial Literacy and Economic Education Conference. In making a commitment to become a sponsor, your company will be assured high profile exposure and will contribute to philanthropic efforts in support of economic and financial education that will benefit K-12 teachers and students nationwide.

### About the Conference

The Council for Economic Education's Conference is a nationwide annual gathering of state councils and centers, and educators including K-12 teachers, college and university professors and Federal Reserve partners. In 2011 more than 400 top economic educators and industry thought-leaders attended, including 140 classroom teachers from 33 states.

The conference features a diverse selection of presentations, workshops and events to enable educators to raise the levels of economic and financial literacy among K-12 students. In 2012 the CEE will introduce new products and lesson plans at the conference, including the revised Advanced Placement Economics publications, an Economics and Entrepreneurship book of lesson plans, and our recently released Middle School World History teacher resource. The conference also features the latest in curriculum development, instructional materials, teaching strategies, new programs and best practices; professional development workshops and sessions for K-12 teachers; outstanding speakers on current economic and financial topics; hands-on technology education sessions; networking opportunities; and teacher roundtables to discuss shared issues, accomplishments, challenges, and opportunities.

This year's conference will be hosted by our Kansas and Missouri affiliates.

### Teacher's Feedback on 2011 Annual Conference

*" My conference experience was very good. I walked away with many new ideas that I am excited to try with my students. "*

## Sponsorship Opportunities

### **GOLD SPONSOR - \$50,000 SOLD**

- Provide overall conference sponsorship promoting economic and financial literacy and partner with the CEE – the leading economic and financial education provider
- Opportunity to provide a keynote speaker at the Opening Plenary Session on a significant economic and/or financial education topic
- Opportunity to support 10 first time teachers' partial scholarships to attend the annual conference (intensive teacher workshops on topics related to the Common Core Standards Initiative; 21<sup>st</sup> Century Skills Initiative; Science, Technology, Engineering, and Mathematics (STEM) Education; Economics and Financial Education)
- Prominent display of company logo on conference program book; CEE conference website; email campaigns promoting conference; venue signage
- Logo on the conference tote bag
- Acknowledgement of Gold sponsorship on all correspondence relating to the conference
- Link from the CEE website to sponsor's website
- Opportunity to engage company employees as volunteers at the conference - interact with teachers and conference delegates
- Exhibit booth display - premier location
- 5 complimentary conference registrations
- Opportunity to provide promotional material/product to insert in attendee registration packet

### **SILVER SPONSOR - \$25,000**

- Opportunity to provide a session presenter
- Opportunity to support 3 first time teachers' partial scholarships to attend the annual conference (intensive teacher workshops related to the Common Core Standards Initiative; 21<sup>st</sup> Century Skills Initiative; Science, Technology, Engineering, and Mathematics (STEM) Education; Economics and Financial Education)
- Display of company logo on CEE conference website; email campaigns promoting conference; venue signage
- Acknowledgement of Silver sponsorship on all correspondence relating to the conference
- Link from the CEE website to sponsor's website
- Opportunity to engage company employees as volunteers at the conference - interact with teachers and conference delegates
- Exhibit booth display
- 2 complimentary conference registrations
- Opportunity to provide promotional material/product to insert in attendee registration packet

## Sponsorship Opportunities - Continued

### **BRONZE SPONSOR - \$15,000**

#### Open Plenary Luncheon - \$15,000

Thursday, October 4 at 12:00PM

Networking Luncheon for CEE's Councils

- VIP seating at luncheon
- Opportunity to network with Council and Center executives
- Display of company logo on CEE conference website; email campaigns promoting conference; venue signage
- Acknowledgement of Bronze sponsorship on all correspondence relating to the conference
- Link from the CEE website to sponsor's website
- 2 complimentary luncheon invitations
- 2 complimentary conference registrations

#### Cocktail Reception - \$15,000

Thursday, October 4 at 6:00PM

Reception for Council and Center executives

- Opportunity to provide welcome remarks
- Opportunity to network with Council and Center executives
- Link from the CEE website to sponsor's website
- Opportunity to provide promotional material to attendees
- 2 complimentary conference registrations

#### Teachers' Luncheon (GATE) - \$15,000

**SOLD – Koch Industries**

Friday, October 5 at 12:00PM

Luncheon to celebrate Teachers' Excellence in teaching economics and financial literacy

- Opportunity to provide a luncheon speaker
- VIP seating with award winners at luncheon
- Opportunity to network with K-12 educators
- Display of company logo on CEE conference website; email campaigns promoting conference; venue signage
- Acknowledgement of Bronze sponsorship on all correspondence relating to the conference
- Link from the CEE website to sponsor's website
- 2 complimentary luncheon invitations
- 2 complimentary conference registrations

## Sponsorship Opportunities - Continued

### Technology Lab - \$15,000

Thursday, October 4 - Saturday, October 6, 9:00AM-5:00PM

Cutting edge technology computer lab for hands-on technology education sessions; email stations

- Opportunity to provide a session presenter
- Company logo on screen saver throughout the lab and email stations
- Display of company logo on CEE conference website; email campaigns promoting conference; venue signage
- Acknowledgement of sponsorship on all correspondence relating to the conference
- Link from the CEE website to sponsor's website
- Opportunity to provide promotional material/product to insert in attendee registration packet
- 1 complimentary conference registration

### Reception Before Awards Dinner - \$15,000

Friday, October 5, 6:00-7:00PM

Premier social event of the conference

- Opportunity to provide welcome remarks
- Opportunity to network with K-12 educators; university professors
- Opportunity to network with international attendees
- Link from the CEE website to sponsor's website
- Opportunity to provide promotional material to attendees
- 2 complimentary dinner invitations

## Sponsorship Opportunities - Continued

### OTHER SPONSORSHIP OPPORTUNITIES

Teachers' Breakfast General Session - \$5,000  
Saturday, October 6 at 9AM

**SOLD- Discover**

- Opportunity to provide welcome remarks to teachers
- Opportunity to network with K-12 educators
- Link from the CEE website to sponsor's website
- Opportunity to provide promotional material to attendees
- 1 complimentary conference registration

Exhibit Hall Coffee/Refreshment Breaks - \$5,000  
Friday, October 5 & Saturday, October 6

**SOLD –Federal Reserve Bank  
of Kansas City**

- Opportunity to network with K-12 educators and leading exhibitors providing economic and financial resources
- Signage
- Opportunity to provide promotional material to attendees

Scholarship Fund - \$500 per teacher

***New this year! Help us bring more teachers to the conference***

Your gift of \$500 will provide a scholarship to partially defray costs for one teacher, including conference registration, and hotel costs



COUNCIL FOR  
**Economic  
Education**

*Teaching Opportunity®*

**Sponsorship Application**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship Package	Price	Select Sponsorship
Gold	\$50,000	SOLD
Silver	\$25,000	
Open Plenary Luncheon	\$15,000	
Cocktail Reception	\$15,000	
Teachers' Luncheon	\$15,000	SOLD
Technology Lab	\$15,000	
Reception Before Awards Dinner	\$15,000	
Teachers' Breakfast General Session	\$5,000	SOLD
Exhibit Hall Coffee/Refreshment Breaks	\$5,000	SOLD

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Options:**

Credit card payment:  Visa  MasterCard  Amex  Discover

Card # \_\_\_\_\_

Expiration date \_\_\_\_/\_\_\_\_ CSC code \_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Check Payable to Council for Economic Education

Return form to: Tamiko Dargan, Development Assistant

Council for Economic Education

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New York, NY 10168

Email: [tdargan@councilforeconed.org](mailto:tdargan@councilforeconed.org); Phone: 212-827-3611 Fax: 212-730-1793

The mission of the Council for Economic Education is two-fold: To advocate for better and greater school-based economic and personal finance education at the K-12 level; and to educate young people in the United States and around the world, primarily through well-prepared teachers, so they may become empowered with economic and financial literacy.



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