

SPONSORSHIP OPPORTUNITIES



CHICAGO, ILLINOIS - JUNE 26-28

NAMLE's biennial conference comes to the Midwest, hosted on the historic campus of **Roosevelt University**.

The conference theme, *Engaging Citizens, Building Community*, is in direct response to the current discourse on the role of media in society and the urgency for active and informed civic participation. The NAMLE conference is the only one of its kind in the country, bringing together the full spectrum of educators, policymakers, researchers and media professionals to share their work and learn from one another.

ROBERT R. MCCORMICK FOUNDATION



WHAT IS MEDIA LITERACY?

Media literacy is the ability to *access, analyze, evaluate, create, and act* using all forms of communication. In simplest terms, media literacy is an expansion of traditional literacy to respond to our media saturated world.

WHO IS NAMLE?

The **National Association for Media Literacy Education (NAMLE)** is a non-profit organization for educators, academics, activists, and advocates with a passion for understanding how the media we use and create affects our lives and the lives of others in our communities and our nation. The NAMLE vision is to help individuals of all ages develop the habits of inquiry and skills of expression that they need to be critical thinkers, effective communicators and active citizens in today's world.

For more information, please contact:
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Conference Sponsorship Perks and Recognition	Platinum Sponsor (\$25,000+)	Gold Sponsor (\$10,000-\$24,999)	Silver Sponsor (\$5,000-\$9,999)	Bronze Sponsor (Up to \$2,500)
Ad in program	Full Page Color	Full page B&W	½ page B&W	¼ page B&W
Conference registration	4 attendees	3 attendees	2 attendees	1 attendee
Table in exhibit area	X	X	X	X
One year organizational partnership benefits	X	X	X	X
Attendee bag insert	X	X	X	X
Sponsor logo throughout event and on website	X	X	X	
Speaking opportunity at conference	X	X		
Specific mentions in social media promotion	X	X		
Logo on all conference promotional materials	X	X		
Logo on conference bag	X			
Speaking opportunity at plenary or reception	X			
Recognition as lead sponsor	X			
Featured Sponsorship Opportunities				
Pre-Conference	Sponsor one of three day-one gatherings for core audiences (early childhood, civic ed, research)			\$5,000-\$25,000
Keynote Address/Plenary	Support involvement of national speakers			\$5,000-\$10,000
Award Reception/Meals	Host gathering with speaking opportunity			\$10,000-\$15,000
Teacher Stipends	Support attendees from PreK-12			\$5,000-\$15,000