

Pave the Way

Advancing Equity, Expanding Opportunity, Increasing Attainment

2019



Pave the Way is seeking conference sponsors and exhibitors.

The Washington Student Achievement Council will host the annual statewide conference **Pave the Way: Advancing Equity, Expanding Opportunity, Increasing Attainment** on December 11 at the University of Washington. The conference convenes educators, policymakers, and community partners from across the education system, from preschool through college.

Pave the Way will feature interactive group sessions and offer 20+ workshops focused on policy, practice, and partnerships in the following areas:

- **Affordability:** Creating affordable, high-quality pathways toward completion of certificates and degrees, including apprenticeships and other career-connected learning opportunities.
- **Enrollment:** Improving readiness, transitions, and college-going culture among traditional-aged students, in addition to the recruitment of stopped-out adults with some college credit and no degree.
- **Completion:** Bolstering institutional policies, resources, and services to support student success and completion in K-12 and college.
- **Student Supports:** Ensuring access to and coordination of non-academic supports (e.g. institution support services, public benefits, and community-based resources) for students in need.

See next page for details of conference sponsorship opportunities. For more information, or to become a sponsor, please contact Christina Crawford at 360-753-7629 or ChristinaC@wsac.wa.gov.

A record of success

Now in its sixth year, Pave the Way attracts hundreds of P-20 educators and policy experts focused on removing barriers and closing the opportunity and achievement gap.

“The keynote speakers were very inspiring. I came back to work with renewed motivation for working with students and with a **different perspective.**”

“I appreciated the **opportunity to learn** from amazing professionals and hear from students.”

“I enjoyed the focus on equity and diversity, and the showcasing of **positive solutions.**”

“This was **inspiring** and full of concrete things I have started applying to my work already.”

Sponsorship Opportunities



Benefits by Sponsorship Level	Platinum \$10,000+	Gold \$5,000+	Silver \$3,000+	Bronze \$1,000+	Exhibitor \$500+
Complimentary conference registrations	8	6	4	2	1
Exhibit tables	2 Choice of location	1 Choice of location	1 As assigned	1 As assigned	1 As assigned
Highlighted in digital program	200 words for description/ promotion, logo, and URL	200 words for description/ promotion, logo, and URL	50 words for description, logo, and URL	50 words for description, and logo	Name in exhibitor list
Sponsorship recognition slide displayed on large screen	Individual	Individual	Individual	Shared	Shared
Logo included on shared sponsorship banner	✓	✓	✓		
Banner ad in digital program	30-second duration	20-second duration	10-second duration		
Verbal recognition in conference welcome	✓	✓			
Individual major sponsor banner	✓	✓			
Push notification in digital program	✓				
Optional brief stage time	✓				

Note: Donations less than \$500 will be gratefully accepted and acknowledged in the program.