

# Pave the Way virtual



Advancing Equity, Expanding Opportunity, Increasing Educational Attainment

## Call for Sponsors - Pave the Way Virtual 2021

Pave the Way (PTW) is an annual event organized by the Washington Student Achievement Council (WSAC) that brings together diverse stakeholders: educators, policymakers, community leaders, students, and more. The event is a platform for education advocates to exchange knowledge and best practices. PTW acts as a catalyst to drive change within institutions and communities to support Washington's goal that 70% of Washington residents attain a postsecondary education. Considering the impacts of COVID-19, WSAC is hosting virtual PTW sessions throughout 2021 instead of its usual in-person event.

### **How does Pave the Way benefit participants, sponsors, and students?**

Pave the Way is an opportunity for interested stakeholders to:

**LEARN** about effective, equity-focused research, resources, programs, policies, and best practices to increase postsecondary success for Washington's marginalized and underrepresented student populations.

**CONTRIBUTE** to and inform statewide efforts to increase postsecondary success by sharing insights from your community or organization.

**ENGAGE** and build networks with like-minded individuals and organizations working to increase Washington's postsecondary attainment rate.

### **How does the virtual format affect sponsorship opportunities?**

The positive impacts of taking PTW virtual are that the conference is completely free to all participants, more stakeholders across the state can access the event, and WSAC is able to minimize overall event costs. The benefit to you as a sponsor is that WSAC has adjusted sponsorship levels to reflect lower conference costs, while remaining committed to providing you as much or more positive exposure as in previous years. Whether you are a long-time PTW partner or a first-time sponsor, your support of PTW will be widely acknowledged and will demonstrate your commitment to supporting Washington students.

### **What do your sponsorship dollars support?**

As with the in-person format, you can be assured that your PTW Virtual sponsorship dollars are being put to good use, including: compensation for student panelists, keynote speaker fees, and conference communication, outreach, and technology supports. Your generous funding is critical to enhancing PTW's impact, ensuring student success remains the focal point of the conference, and supporting WSAC in building and sustaining momentum into the future.

*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](mailto:ChristinaC@wsac.wa.gov).*

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## 2021 Sponsorship Opportunities



Benefits by Sponsorship Level	Presenting Sponsor \$5,000+	Session Sponsor \$500/each
Logo and link included in conference email communications	All conference communications	Session-specific communications
Logo and link on Pave the Way website	Premium placement; displayed throughout series	Secondary placement; displayed for selected session(s)
Logo placement on opening and closing slides for virtual sessions	All sessions	Selected session(s)
Recognition in conference-related social media promotions	All sessions	Selected session(s)
Verbal recognition during session(s)	All sessions	Selected session(s)
Opportunity to propose a presenter, panelist, and/or topic for at least one conference session*	✓	✓
Opportunity for remarks at beginning of one virtual session	✓	

\*All proposals are subject to evaluation and approval by the PTW conference committee