ONE GIANT LEAP FOR SERVICE-LEARNING
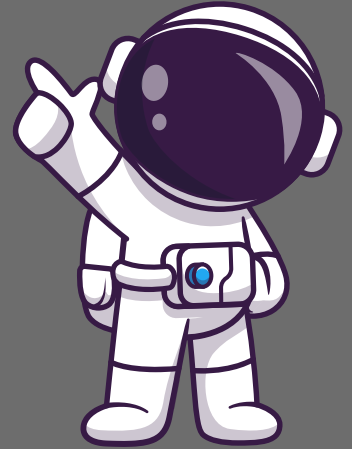
THE 34TH ANNUAL

NATIONAL SERVICE-LEARNING CONFERENCE®

APRIL 2-5, 2023 — NASHVILLE, TN

SPONSOR & EXHIBITOR BROCHURE

nylc™

national youth leadership council

NYLC.ORG/CONFERENCE

What will you do to change the world?

Join us in Nashville, TN for the 34th Annual National Service-Learning Conference and find out.

The **National Service-Learning Conference** highlights and promotes service-learning as a way of teaching and learning that builds academic and citizenship skills while renewing communities. The Conference does this through learning, inspiration, and connection. Participants return home with the skills and resources to improve their practice, their schools, and their communities.

It is the only major national conference focused on service-learning professional development. Participants are K-H educators, administrators, pre-service teacher education staff and faculty, researchers, youth leaders, partners, afterschool program coordinators, national service members, community-based organization staff, policy-makers, and more.

The Day of Service brings participants together for fun and hands-on contribution in the host community.

Young people are the heart of the Conference.

Join us in Nashville TN, April 2 - 5, 2023!

This conference is more than workshops and keynote addresses; it is an extension of the classroom, allowing for the youth and adult attendees to be part of a national movement.

Throughout the conference, youth plan programming, emcee plenary sessions, inspire attendees through keynote addresses, and lead workshops for youth and adult peers from around the world. Youth are given the opportunity to create something so spectacular that it changes how adults perceive all young people — as solutions to real problems.
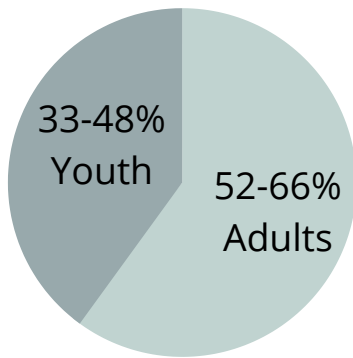
Just in case....

If *conditions outside our control force us to not be able to meet in-person, all activities will be held virtually on the Conference app, with a Day of Service at-home option. Sponsorships for in-person activities will revert to virtual, or we will contact you with alternatives as necessary.*

Join us on the journey to change the world with young people!

Contact us! Conference@nylc.org

Who attends?

33-48% Youth

52-66% Adults

Historically:

- Recent in-person Conferences have drawn 350-500 attendees., with nearly 50/50 split between adults and youth.

2023 Estimates:

- **450-500** youth and adults from around the world.

- 60% adults and 40% youth, with higher youth participation online.

Why sponsor?

Service-learning that meets quality standards has been shown to improve academic, civic, and personal development outcomes in youth. And as a sponsor, your will impact goes well beyond those who actually attend. Each participant and group is primed to return home and change their entire school, community, region, state, and more

Sponsorships help us keep the Conference affordable and accessible, and to continue this unique model of youth-adult partnership. You may also choose to add on a scholarship fund donation for targeted populations of your choice, if a sponsorship commitment is made before Dec. 1, 2021.

Show your commitment to young people through service-learning at a level that meets your goals and budget.

Past Sponsors

AARP
Allstate Foundation
American Refugee Committee
Amnesty International
AOL Time Warner
Best Buy
Boy Scouts of America
Camp Fire USA
Carlson Companies
City Year, Inc.
CLAYSS
Clayton State University
Coca-Cola Company Foundation
Communities in Schools
Corporation for National and Community Service

Delta Airlines
GivePulse
H2O for Life
General Mills Foundation
Global Citizens Network
The Joe W. and Dorothy Dorsett Brown Foundation
McKnight Foundation
Microsoft Partners in Learning
National Council of La Raza
National 4H Council
National Campus Compact
National Dropout Prevention Center
NobleHour
North American Association for Environmental Education

Otto Bremer Foundation
Oxfam America
Pearson Foundation
Points of Light Foundation
Public Sector Consultants
Qatar Foundation International
Ritz-Carlton
Shinnyo-en Foundation
Special Olympics
State Farm Insurance
Target
The James Irvine Foundation
Travelers Insurance
UPS
United States Fund for UNICEF

Contact us! Conference@nylc.org
2023 National Service-Learning Conference®
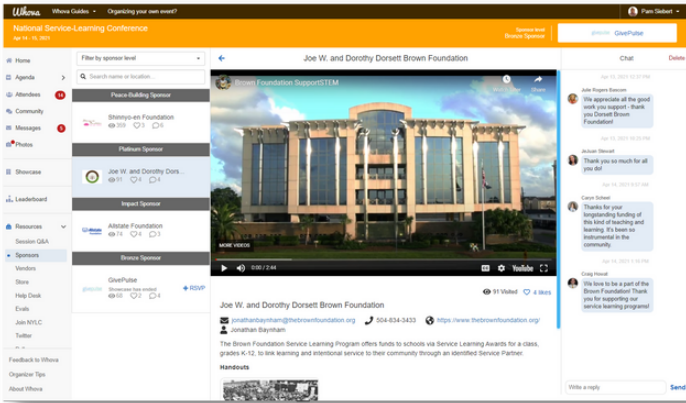
nylc.org/conference | 2

2023 Sponsorship Program

Our sponsorship program combines maximum visibility with flexibility. Pick a sponsor level and choose the specific options that add up to the level. All sponsors will receive:

✓ Tiered logo placement on the Conference homepage

✓ Rotating banner on Conference app

✓ Virtual profile in the Conference app, with link to video, description, and one pdf download.

✓ Recognition from the Plenary stage and on signage in the registration area

✓ Recognition in the Conference app and on physical signage for sponsored events/items

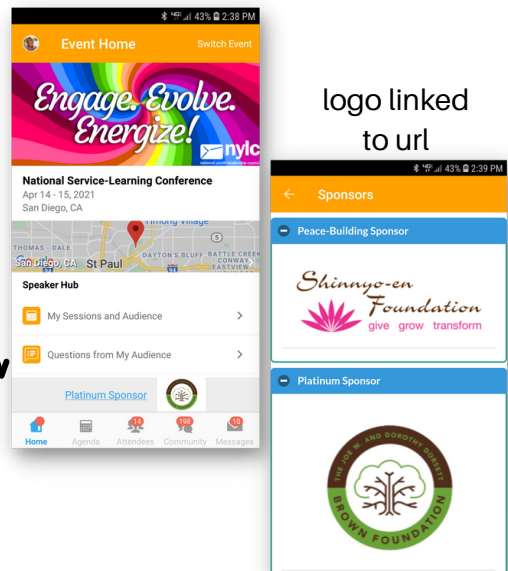✓ One complimentary registration for every $3,000 in sponsorship (maximum 10).

Sponsor Benefits	PLATINUM $30,000+	GOLD $15,000 -$29,999	SILVER $6,000 - $ 14,999	BRONZE $2,500 - $5,999
All benefits listed above	✓	✓	✓	✓
One email notification to all attendees	✓			
Recognition in The Leader newsletter	✓			
Logo on Conference email communications	✓	✓		
Individual name recognition in social media (more mentions at higher levels)	✓	✓	✓	
Complimentary Exhibit (in-person/virtual)	✓	✓		
Exhibit Add-on, 1/3 off (in-person/virtual)			✓	✓

Conference mobile app

Rotating banner

Conference desktop app

video link, pdf download

logo linked to url

Sponsorships At A Glance

Awards Luncheon	$35,000
Day of Service	$20,000
Welcome to Nashville Celebration	$20,000
Wisdom Circle Series with Summary Report	$10,000
Opening or Closing Plenary Session	$6,000
Energy & Expression Activities	$5,000
All Conference Reflection Activity	$5,000
Youth Room Events	$5,000
Conference app	$3,500
Student Showcase (3)	$3,000
Workshop Strand (4)	$2,500
Lightning Round Sessions (2)	$2,500
Technology Sponsor	$1,500
Conference Week Podcast Episode (2)	$1,000
Conference Service Corps	$1,500
Downloadable Reflection Journal	$1,000
General Conference Support	$500+
In-Kind Goods & Services	TBD
Scholarships Add-on	$2,000+

The Day of Service will give back to the host community of Nashville, tTN through partnerships with local nonprofit organizations.

Youth are integrally involved as emcees, speakers, and workshop and showcase presenters.

Conference Agenda

Sun., April 2

1:30 - 7 PM
Registration and Badge Pick-Up

2 - 5 PM
Pre-Conference Sessions

7 - 8:30 PM
Welcome to Nashville Opening Reception

8:30 - 11 PM
Youth Room Opening Night Event

8:30 - 11 PM
Evening Receptions

Mon., April 3

9 - 10:15 AM
Lightning Talks

10:30 - 11:45 AM
Concurrent Sessions/Wisdom Circle

12 - 1:30 PM
Opening Plenary Session Luncheon

1:30 - 2:00 PM
Showcases and Exhibits

2 - 3:15 PM
Concurrent Sessions/Wisdom Circle

3:30 - 4:45 PM
Concurrent Sessions

7 - 11 PM
Evening Receptions and Youth Room Activities

Tues., April 4

9 - 10:15 AM
Lightning Talks

10:30 - 11:45 AM
Concurrent Workshops/Wisdom Circle

12:00 - 1:30 PM
National Service-Learning Awards Luncheon

1:45 - 3 PM
Concurrent Workshops/Wisdom Circle

3:15 - 4:30 PM
Concurrent Workshops

7 - 11 PM
Evening Receptions and Closing Night Youth Room

Wed., April 5

Day of Service

9 - 10 AM
Kick-off Plenary Session

10:30 - 2:00 PM
Service Projects and onsite reflection

*lunch will be provided

2 - 2:30 PM
Return to hotel

* See nylc.org/conference for most recent version.

Sponsored Item Descriptions

Awards Package	Recognize excellence and inspirational service-learning leaders with our annual slate of awards for 5 individuals and one youth team. Support for this top sponsorship includes the awards ceremony during lunch; award, travel, and registration costs for awardees; and, a panel presentation by the award winners. A sponsor representative may make remarks up to 3 minutes and will present the awards along with NYLC. Awardees are featured on nylc.org year-round.	$35,000
Welcome to Nashville Celebration	Be the first to welcome attendees to the state of Tennessee by sponsoring a welcome celebration with food, entertainment, networking, and fun! Sponsor representative may make 3 minutes of remarks.	$20,000
Day of Service	The Day of Service onWed., April 5 (Earth Month), includes breakfast and kickoff, busing to and from a local service site, lunch, supplies, closing reflection, and other costs for participants to work together on a project of significance to the local community. A sponsor representative may make opening remarks up to 3 minutes to welcome participants.	$20,000
Wisdom Circles Series with Summary Report	Through a facilitated process, we will build on the wisdom of the collective to answer questions critical to service-learning, such as service-learning's role in creating equity, innovation in service-learning, entry points, and how service-learning creates civic learners and problem-solvers. The lead facilitator will evelop questions with a working group, and table hosts will be engaged to facilitate discussions. Virtual Day participants will add their input, and a summary report will be issued following the Conference.	$10,000
Energy & Expression Activities	Art, decor, poetry, performers, cultural education activities, and more will be identified to create a special learning environment on In-Person Days and Virtual Day. Past conference have included a Native American Drumming Circle, spoken word performers, youth musicians, choirs, and dancers.	$5,000
Reflection Activity	Participants will be asked to share their learnings and reflections throughout the conference which will be shared with the larger service-learning community.	$5,000
Youth Room Eventss	Support the most exciting space at the Conference - the Youth Room! Home to evening events, activities, and more. Designed by youth, for youth!	$5,000
Conference App	Whova will serve as both the mobile app for accessing the agenda and session descriptions, exhibitor information, and more. Every participant will access the Conference app! (See screenshots on page 4.)	$3,500
Student Showcase (3)	Students showcase their service-learning experiences through booths and presentations and a dedicated time slot each day. Sponsor the showcase for one or more of the Conference days.	$3,000
Workshop Strand (4)	Sponsor a workshop strand: 4-6 workshops on one topic or theme on In-Person and Virtual Day. Some will be pre-determined, and others designated during the review process, such as Social and Emotional Learning, Civic Learning, and more. Conference staff will consult with you regarding your interest area. There will be more than 30 workshops to choose from. Most strands will cross over multiple days.	$2,500
Lightning Round Sessions (2), In-Person Days	Lightning Round sessions will allow more presenters to share their ideas in three small groups in a quick & focused format. Set at tables for 8 in the plenary space, presenters will have 10 minutes to present, 5-10 minutes for an activity, and 5-10 minutes for Q&A before the group moves to another table.	$2,500
Technology Sponsor, In-Person Days	Sponsorship the stage for plenary sessions and Lightning Round Sessions, plus tech support to ensure smooth and engaging sessions for all participants.	$2,500
Podcast Episodes airing during Conference Weeks (2)	In NYLC's weekly podcast, The Power of Young People to Change the World, host Amy Meuers interviews youth and their adult partner about impactful service-learning experiences. Sponsors will be noted in the Conference app and thanked during the podcast. Episodes are recorded and available at nylc.org/radioshow and on a variety of podcast apps.	$1,000
Conference Service Corps	Support our volunteers with wearable gear, treats, supplies, and other recognition for those who assist on-site and online.	$1,500
Downloadable Reflection Journal	A fillable pdf download, the reflection journal will be sent to all participants prior to the Conference start, and will be referred to during the Conference and at the closing. Sponsor branding on the cover.	$1,000
General Conference Support	Intern stipends, photography, supplies, presenter gifts... these are just a few of the many operating costs you will support with a contribution to general conference support.	$500+
In-Kind Goods & Services	If you can offset Conference expenses with donated goods or services, please contact us for a conversation.	TBD
Scholarships Add-on	Provide general scholarships or identify a specific population. Commitments needed by Dec. 1st in order to set up, publish, accept applications, and award scholarships.	$2,000+

Highlight your organization at the National Service-Learning Conference!

Innovation abounds at the Conference, where participants look for solutions to real needs in their schools and communities. Here they discover the latest products, services, events, and technologies that are transforming in- and out-of-school service-learning around the country.
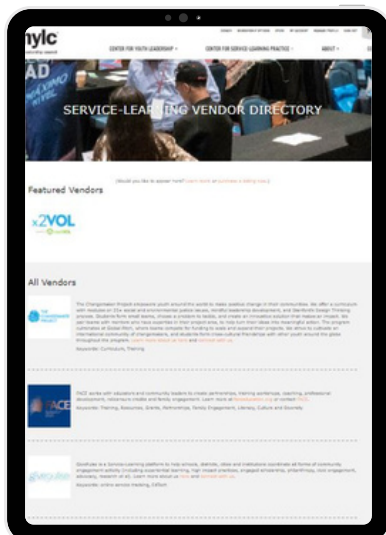
2023 Packages are more customizable than ever! Choose a selection and any add-ons to fit your goals. And with many different rates and discounts, you'll save by adding registration separately.

See nylc.org/exhibitors for deadlines and exhibit hours.

Visibility Options

	FULL EXHIBIT $350*	PRODUCT PREVIEW LIGHTNING TALK $150	ADVERTISER See options
6' Tabletop Exhibit on April 2-4	✓		
Included in Exhibitor Passport and opportunity to provide prize for passport drawing	✓		
Exhibitor Ribbon (In-Person) and Exhibitor Profile Badge (Virtual)	✓		
12-month Regular Listing in virtual Vendor Directory at nylc.org/VendorDirectory	✓	✓	
Upgrade to 12-month Featured Listing in virtual Vendor Directory	+$100	+$100	
Lightning Talk Program/Product Preview with session description, asynchronous chat, and one pdf download in the Conference app	+$150 Selected through application process, as space permits.	✓ Selected through application process, as space permits.	
Ad in push notification to participants prior to, during, or after Conference (10 available)	+$150-200	+$150-200	+$150-200
Ad in The Leader newsletter or special announcement, sent to 20,000+ mailing list	+$250	+$250	+$250

* Plus applicable registration fee

Online Vendor Directory

Your listing will appear in NYLC's Service=Learning Vendor Directory for 1 year, viewable by all website visitors - not just Conference attendees. Listing includes the organization name, logo, 75-word description, url, contact email, and tags. Feel free to include any special deals or promo codes for viewers. The Vendor Directory will be linked in each issue of The Leader monthly e-newsletter. Vendors will be highlighted in Conference app navigation for one annual Conference.

Featured Vendors stand out from the crowd, with logos highlighted at the top of the page for additional visibility.

nylc.org/VendorDirectory

Sponsor

Contact us to discuss your priorities and we'll help you design a sponsorship that fits for you! Conference@nylc.org

Exhibit

Complete a Conference Registration and add your exhibit package and selections! Contact us with any questions: Conference@nylc.org

Advertise

Contact us for available dates before selecting an advertising package in the NYLC online store. Contact us with any questions: Conference@nylc.org

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