



2017 NAEPDC National Training Institute Sponsorship Opportunities

I would like to invite you to become a Sponsor of the National Training Institute (NTI) for Adult Education State Directors' and their state staff members. NTI is conducted by the two national adult education state director organizations:

- The National Council of State Directors of Adult Education (NCSDAE) and
- The National Adult Education Professional Development Consortium (NAEPDC).

These two organizations are the premier source of information, advocacy, resources, and support for the country's state adult education and family literacy leadership. This year's NTI will be held in **Charleston, South Carolina, from November 14 – 17**. The NTI features intensive training on topics and issues specific to the country's adult education state leadership teams. Approximately 100 state directors and their staff members attend annually. These participants represent tens of thousands of state and local staff and three million adult students across the country.

Why should my organization become a sponsor of the NTI?

Sponsorship provides your company or organization visibility, marketing, and communication with state staff, and your presence at the NTI provides direct access to the country's adult education leaders who oversee \$1 billion in federal, state and local dollars devoted to adult education and literacy programs.

These adult education state directors and their staff members are responsible for most of the country's adult basic education, English for speakers of other languages, and adult high school services. Their leadership also impacts correctional education, public health through health literacy, financial literacy, family literacy, community colleges, community and faith based organizations, and employers.

Their national organizations are the source that policy makers use to obtain information on adult education and family literacy issues.

Some of the benefits include:

- ◆ Inclusion of your materials in the NTI training packets;
- ◆ Logo/company name on an NTI gift item;
- ◆ Opportunity to sponsor an NTI event for participants during which you can provide product updates and informational sessions;
- ◆ Complimentary NTI registration;
- ◆ Marketing ads in the NTI training packet;
- ◆ Name recognition on the sponsors page in the NTI training packet and conference signage;
- ◆ Nationally-distributed electronic newsletters devoted to announcements from your organization/company;
- ◆ A link on the NAEPDC and NCSDAE websites to your organization/company's website, allowing direct and easy access to your products and services; and
- ◆ An opportunity to host an Institute luncheon with presentation.

In addition, your sponsorship will assist national advocacy efforts to increase the federal funding level for local adult education and literacy services across our country.



2017 NAEPDC National Training Institute Sponsorship Opportunities

What sponsorship categories are available?

The Sponsorship Plan offers a number of options and accompanying benefits for your organization/company. The Plan ranges from \$500 to \$8,000 annually and runs from July 1 through June 30. The attached information provides a breakdown of each of the sponsorship categories.

We are pleased to offer you this opportunity to contribute to the work that will benefit all partners associated with adult education and literacy. Do not hesitate to contact us if you have questions.



2017 NAEPDC National Training Institute Sponsorship Opportunities

SPONSORSHIP Categories and Benefits Adult Education State Directors' National Training Institute

Level	Annual \$\$	Benefits
Bronze	\$500	<ul style="list-style-type: none"> • Public and Private Non-profit Partner Organizations and Associates Only • Subscription to the Council and Consortium's electronic newsletter • Link on the web page • Inclusion of information in National Training Institute packets
Silver	\$1000	<ul style="list-style-type: none"> • Subscription to the Council and Consortium's electronic newsletter • Link on the web page • Inclusion of information in NTI* packets
Gold	\$3500	<ul style="list-style-type: none"> • Subscription to the Council and Consortium's electronic newsletter • Link on the web page • Inclusion of information in NTI* packets • A ten minute presentation on the "Morning News" • Opportunity for one issue of the electronic newsletter annually devoted to announcements from your organization • One complimentary NTI* registration • Inclusion of organization/company name on sponsors' page in NTI training packet
Platinum	\$5000	<ul style="list-style-type: none"> • Subscription to the Council and Consortium's electronic newsletter • Link on the web page • Inclusion of information in NTI* packets • A ten minute presentation on the "Morning News" • Opportunity for one issue of the electronic newsletter annually devoted to announcements from your organization • Two complimentary NTI registrations • Inclusion of organization/company name on sponsors' page in NTI training packet and conference signage • Half-page marketing ad in NTI training packet • Sponsorship of one NTI hospitality event and brief marketing presentation, if desired
Titanium	\$8000	<ul style="list-style-type: none"> • Subscription to the Council and Consortium's electronic newsletter • Link on the web page • Inclusion of information in NTI* packets • Opportunity for one issue of the electronic newsletter annually devoted to announcements from your organization • Two complimentary NTI registrations • Inclusion of organization/company name on sponsors' page in NTI training packet and conference signage • Opportunity to host an Institute luncheon with presentation • Full-page marketing ad in NTI training packet • Logo/company name on NTI* participants' gift item
Benefactor	\$10,000	

*NTI is the three-day fall National Training Institute Sponsored Annually by the State Directors' Council and Consortium attended by State Directors and their staff members.

**All audio visual expenses associated with sponsor display/tables are at an additional expense.



2017 NAEPDC National Training Institute Sponsorship Opportunities

**National Council of State Directors of Adult Education
National Adult Education Professional Development Consortium**

Company/Organization:

Contact Person:

Address:

Phone Number:

E-mail address.

FAX number:

Please state how you would like the organization referred to on signage, etc.:

Please select the type of sponsorship:

Date	Event	Sponsorship Level	Cost	Sponsor
November 14	Networking Reception:	Titanium	\$8,000	
November 15	Breakfast	Platinum	\$5,000	
	Lunch	Titanium	\$8,000	
	Dinner event		taken	
November 16	Breakfast	Platinum	\$5,000	
	Lunch	Titanium	\$8,000	
	Dinner event		???	
November 17	Breakfast	Platinum	\$5,000	



2017 NAEPDC National Training Institute Sponsorship Opportunities

Please make checks payable to:
NAEPDC

and mail to:
Patricia Tyler
NAEPDC
444 North Capitol Street, Suite 422
Washington, DC 20001

Thank you for your support. Do not hesitate to contact us whenever we can be of assistance.
202.624.5250 Office number
410.236.4120 Cell