
May 4-5, 2022

There is no going back to normal. Let’s shape the future together.

Explore our new sponsorship opportunities. Learn more about how we are meeting this moment with a fresh approach to content and multimedia promotions for Summit 2022. The impact of your partnership will go far beyond our two-day LIVE event.
About NewSchools Summit:

Since 1999, NewSchools Summit has been one of the most anticipated annual gatherings for leaders across the education sector. We feature speakers who reflect a diverse set of voices and bring unique perspectives in the field. Summit attendees engage in thought-provoking conversations and leave with actionable ideas. This year will be no different. We look forward to seeing you.

Dates: May 4-5, 2022

This virtual event is open to the public and will feature LIVE programming from 12-3 PM EDT

Audience numbers and profile:

Our attendees are the most recognized names across education, and are ecosystem influencers, innovators, community leaders, funders and policy makers. During our virtual summit in 2021, we had a peak attendance of 4,000.

Over the years, Summit has consistently attracted upwards of 70% repeat registrants while also being a space to welcome new faces and broker new relationships. With equity and accessibility as our guiding values, we are committed to ensuring that our event continues to foster belonging and respectful dialogue for all attendees.

This year, we will leverage cross-promotional partnerships to double the viewership of our video content within six months of Summit, reaching over 10,000 people with our programming in 2022.

Program highlights:

Our theme for Summit 2022 is Amplify. Advance. Activate.

We will amplify diverse voices and innovations from across the field of education, advance our thinking on the role philanthropy can play in accelerating innovation, equity, and excellence, and activate our audience to bring insights back to their local schools and communities.

We have designed eight hours of world class content, featuring two provocative keynote sessions, six high-energy plenary talks by pioneering thought leaders in education, philanthropy, media, and social innovation, and a series of breakout sessions and virtual community experiences.

Over two days, we will illuminate bright spots from the field and elevate solutions to some of the most critical education issues facing school leaders, educators, families, and learners.
The diversity of Summit attendees is stunning and incredibly impressive. NewSchools is going beyond lip service, and it’s very palpable at Summit.

An extraordinary network of people all gathered together in one place. Powerful things happen when you bring amazing people together!

Inspiring and helpful sessions. High caliber speakers across the board.

Past Summit Sponsors
(2015-2019 & 2021*)

Amplify
AT&T
Bill & Melinda Gates Foundation
Carnegie Corporation of New York
Chan Zuckerberg Initiative
Charles & Helen Schwab Foundation
Charles and Lynn Schusterman

Family Foundation
The College Board
Doris & Donald Fisher Fund
Ed Choice
Educational Testing Service (ETS)
Marion Ewing Kauffman Foundation
OtterBox / OtterCares
Parthenon-EY
Pearson Inc.

Raikes Foundation
Reach Capital
Strada Education Network
Target
The City Bridge Foundation
The Walton Family Foundation
W.K. Kellogg Foundation

*Summit was canceled in 2020 due to the COVID-19 outbreak. In 2021, Summit was held virtually with one platinum sponsor, The Walton Family Foundation.

Notable Summit Speakers
(2015-2019 & 2021*)

NewSchools Summit has always featured distinguished speakers, including Brené Brown, Laurene Powell-Jobs, Mark Zuckerberg, Jim Collins, Senator Cory Booker, Mayor Rahm Emanuel, Secretary Arne Duncan, Secretary John King, Brian Stevenson, Ben Jealous, Marcus Pincus, John Doerr, Tom Friedman, Daniel Barnz (Director of Won’t Back Down), Sal Khan, Reed Hastings, Kaya Henderson, Paul Tough, Mayor Libby Schaaf, Jeremy Bailenson, and Vivienne Ming.

High Praise for Summit

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2022 Summit Sponsorship Opportunities

Our sponsorship packages include a mix of content partnership, cross-promotional, and brand visibility opportunities that will let your organization stand out, tell your impact story, and connect with a powerful audience. Learn how you can be an Amplifier, Advancer or Activator.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>AMPLIFY $150k</th>
<th>ADVANCE $75k</th>
<th>ACTIVATE $50k</th>
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<tbody>
<tr>
<td><strong>VIP Mailing</strong></td>
<td>X</td>
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<tr>
<td><strong>VIP Event Host</strong></td>
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<tr>
<td><strong>Program Content Features</strong></td>
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<tr>
<td>Co-branded animated pre-event countdown</td>
<td>X</td>
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<tr>
<td>Visual recognition on lower-thirds and graphics</td>
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<tr>
<td>Open/close a session or participate on a panel</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Verbal recognition during opening or closing</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>Video Content Promotions</strong></td>
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<tr>
<td>Custom impact video integrated into the program and evergreen version cut for company’s use post-event</td>
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<tr>
<td>Video introduction played before session</td>
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<td>Company video shared during intermission</td>
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<tr>
<td><strong>Digital Marketing Promotions</strong></td>
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<tr>
<td>Post-event impact spotlight email featuring video content</td>
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<tr>
<td>Access to lead generation list</td>
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<td>Email blast featuring company</td>
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<tr>
<td>Company logo included in email, social media promotions, website, and digital program</td>
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<tr>
<td><strong>Virtual Community Lounge</strong></td>
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<td>Virtual Community Lounge branded experience</td>
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About NewSchools:

Our mission is to reimagine public education through powerful ideas, passionate educators and visionary innovators so all children – especially those in underserved communities – have the opportunity to succeed. Learn more about how we are advancing innovation, equity, and excellence in education at https://newschools.org.

Want to partner with us on Summit 2022?

Please contact Danielle Kristine Toussaint at dtoussaint@newschools.org.