

EQUITY CONFERENCE 2023

> SPONSORSHIP OPPORTUNITIES



san diego county office of
EDUCATION
FUTURE WITHOUT BOUNDARIES™

EQUITY CONFERENCE 2023



The San Diego County Office of Education (SDCOE) 2023 Equity Conference, to be held Jan. 19 to 20, 2023 will reach more than 1,100 educators through an in-person platform at the newly redesigned Town and Country Resort.

The 2022 Equity Conference included more than 1,500 district and school decision-makers and community partners in attendance at the San Diego Convention Center. Our speakers provided scholarly knowledge and gave us practical applications to change our work. They highlighted tools and thought-provoking ways to teach differently, collect data differently, and lead differently.

As the post-pandemic educational landscape continues to expose equity issues, we need to keep shining a light on the critical needs of students and families as we reimagine our school sites. By sponsoring the 2023 Equity Conference, you will connect your business or organization to efforts that work toward a bright future for all students, regardless of their race or ZIP code.

The annual Equity Conference is a valuable time for county offices, districts, schools, community college and university partners, community partners, and parents to collaborate and learn how to engage in effective, systemic change. Over two days, we bring together nationally recognized speakers and education leaders and spotlight current research and best practices. Vendors will create a digital badge to give to participants that visit their booth/table. Participants that get all vendor badges will be entered into an end-of-conference door prize.

SDCOE is dedicated to providing districts and schools with the supports leaders and educators need to nurture safe and inclusive learning environments for all students. We look forward to coming together with a renewed sense of urgency to transform our individual and collective equity work and create places of exceptional vision, hope, and opportunity for all students.

Please fill out [this form](#) to be a sponsor at our Jan. 2023 Conference. For questions, contact Steven Dorsey at steven.dorsey@sdcoe.net.

A handwritten signature in black ink, appearing to read 'Paul Gothold', written in a cursive style.

Dr. Paul Gothold
San Diego County Superintendent of Schools

About the San Diego County Office of Education

The San Diego County Office of Education (SDCOE) serves our county's most vulnerable students, and supports school leaders, teachers, and students with professional learning, organizational, support, and educational opportunities.

We Support

County data from California Department of Education DataQuest 2017-18
*County data from California Department of Education DataQuest 2019-20

502,785
Students*



24,287
Teachers



799
Schools



42
School Districts



5
Community
College Districts





Equity Conference

Sponsorship Opportunities

SPONSORSHIP PACKAGES

	Impact	Inspire	Innovate	Inform
Cost	\$10,000	\$7,500	\$5,000	\$2,500
Description	Impact equity with a prominent profile as the top event sponsor and partner in education.	Ensure district and school leaders recognize you as a partner in equity in high-touch ways.	Showcase your support and make meaningful connections by highlighting your brand.	Gain exposure for your services and align your mission to the critical work of equity for all students.
Conference Registration	4	3	2	1
Logo on Pull-Up Banner, Website, and Conference App	✓	✓	✓	✓
*Twitter Posts to 12,600+ Followers	2	1	0	0
Exhibitor Space	5'x10' Space: includes two 6-foot tables, 4 chairs	5'x10' Space: includes one 6-foot table, 2 chairs	5'x10' Space: includes one 6-foot table, 2 chairs	5'x10' Space: includes one 6-foot table, 2 chairs
Exclusive Sponsorship Offering	Opportunity to be part of attendee offerings, e.g. chair drop, coupons for attendees	Opportunity to be part of attendee offerings, e.g. chair drop, coupons for attendees		
Logo on Executive Slide	✓	✓		
Commercial Advertisement	60-second spot (video provided by sponsor)			

*Includes Twitter, Instagram, Facebook, and LinkedIn accounts

Lighthouse Awards

The SDCOE Lighthouse Awards provide an opportunity to recognize equity champions in communities, districts, schools, and classrooms. These awards are presented to people who are beacons in the educational community by channeling and leading others in diversity, equity, and inclusion.

The Lighthouse Awards are also available for sponsorship.





Sponsorship Benefits

Partnering with the Equity Conference will expose your brand to our audience of educators, parents, and community members across the state through SDCOE's communication channels.

- SDCOE's social media profiles reach on average 400,000 impressions a month with nearly 23,000 followers. SDCOE is active @SanDiegoCOE on Twitter, Facebook, Instagram, and LinkedIn.
- SDCOE's website at www.sdcoe.net gets about 120,000 pageviews a month.
- The SDCOE Equity newsletter is sent to more than 5,000 contacts who are passionate about equity in education and making a difference for students.

By sponsoring a conference speaker or a Lighthouse Award, you can introduce or reacquaint Equity Conference attendees to your products or services and affirm your commitment to closing the opportunity gap for our vulnerable students. For more information about sponsoring the Lighthouse Awards, contact us at equity@sdcoe.net.



Let's Connect

Please contact the Equity Conference team at equity@sdcoe.net to discuss the details of your sponsorship. We look forward to designing a sponsorship package that meets your needs and supports equity in education.