





2nd Annual CABSE Institute
A National Crisis

Implicit Bias & the Systematic
De-EDUCATION
of Black Boys



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Sponsorship Opportunities
July 10 - 13, 2022
Napa, California



Greetings:

As President and Conference Chairman of the California Association of Black School Educators (CABSE), it is our great pleasure to invite you to join us in championing Black student achievement by sponsoring the 2nd Annual CABSE Institute.

The event will be held in Napa, California from July 10-13, 2022, and will be focused on the theme of "A National Crisis – Implicit Bias & Systemic De-Education of Black Boys." As you can imagine, this year's Institute promises to be one of action and impact, toward the goal of finally affecting real and enduring change for Black male students across our nation.

Inequity in Black male student outcomes is not a new phenomenon. In fact, the Council of Great City Schools succinctly concluded that "Black boys have continued to perform lower than their peers throughout the country on almost every indicator" in 2010 – far too little progress has been made to date. At the heart of the issue is not the performance of our boys as much as the performance of our systems related to educating Black boys, especially gaps in the opportunities available to them.

CABSE aims to remedy this egregious status quo by activating and building upon our Blueprint for Education Equity through solutions shared via high-quality workshops on proven strategies, engagement of national thought leaders, and an incredible slate of speakers.

CABSE is a non-partisan organization with a mission to expand the PK-14 educational opportunities available to all students in California, with an emphasis on under-represented and under-served Black students. We advance this bold mission not by moving the needle – but by completely transforming the instrument through providing a single cohesive voice, spanning thought leaders and agents of change across the entire education spectrum. A key instrument to achieving this vision is our 'Blueprint for Education Equity', a first-in-the-nation crowd-sourced, living document specifically for elevating educational outcomes for students of color, especially Black students, by highlighting transformative and innovative education policy initiatives.

The following pages outline our various sponsorship packages describing how you can become engaged at the forefront of positive change for millions of children across California and the nation. We invite you to join us in being a part of this movement for educational equity and daring to dream for a better tomorrow. Thank you for your continued support in making this work possible.

Sincerely,


Kevin Jenkins
President


Micah Ali
Conference Chairman



Platinum Sponsorship \$40,000

- Double full panel advertisement in Institute program (7.25"x 5.15)
- 75-word company description in program
- Eight (8) complimentary registrations
- Opportunity to provide attendees with branded giveaway for distribution in Institute bags
- Opportunity to provide 60 second pre-recorded message to be played at a general session
- Attendee registration list distributed pre and post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Logo on Institute program
- Link on CABSE Institute website with company description
- Marketing message as Sponsor to CABSE membership (Available until start of Institute)

Select **two** options to complete your package

Keynote General Session Presenting Sponsor

3 - Minute Greeting
Monday, July 11th

(Multiple Opportunities)

Black EDcellence Awards Luncheon

3 - Minute Greeting
Monday, July 11th

(Multiple Opportunities)

Chairman's Soirée Off Site Reception

3 - Minute Greeting
Monday, July 11th

(Multiple Opportunities)

Wifi Sponsor

Logo on signage and
Wifi Cards with login
information given to attendees

(Single Opportunity)

Custom Room Key Cards

Logo/brand displayed
on room key
card of attendees

(Two Opportunities)



Diamond Sponsorship \$20,000

- Full panel advertisement in Institute program (3.60" x 5.15")
- 75-word company description in program
- Four (4) complimentary registrations
- Opportunity to provide attendees with branded giveaway for distribution in Institute bags
- Opportunity to provide 30 second pre-recorded message to be played at a general session
- Attendee registration list distributed pre and post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Logo on Institute program
- Link on CABSE Institute website with company description
- Marketing message as Sponsor to CABSE membership (Available until start of Institute)

Select **one** option to complete your package

Keynote General Session Presenting Sponsor

3 - Minute Greeting
Monday, July 11th

(Multiple Opportunities)

Black EDcellence Awards Luncheon

3 - Minute Greeting
Monday, July 11th

(Multiple Opportunities)

Chairman's Soirée Off Site Reception

3 - Minute Greeting
Monday, July 11th

(Multiple Opportunities)

Wifi Sponsor

Logo on signage and
Wifi Cards with login
information given to attendees

(Single Opportunity)

Custom Room Key Cards

Logo/brand displayed
on room key
card of attendees

(Two Opportunities)



Select one option to complete your package

Gold Sponsorship \$10,000

- Half panel advertisement in Institute program (3.60" x 2.60")
- Three (3) complimentary registrations
- Attendee registration list distributed pre and post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Logo on Institute program
- Logo on general session pre-show slide
- Link on CABSE Institute website

President's Welcome Reception

3 - Minute Greeting
Sunday, July 10th

(Multiple Opportunities)

Networking Event

Tuesday, July 12th

(Multiple Opportunities)

Breakfast

3 - Minute Greeting
Wednesday, July 13th

(Multiple Opportunities)



Select one option to complete your package

Silver Sponsorship \$5,000

- Two (2) complimentary registrations
- Attendee registration list distributed post Institute (excluding opt outs)
- One exhibit table
- Logo on Sponsor Recognition signage
- Company name on Institute program
- Company name on general session pre-show slide
- Logo on CABSE Institute website

Attendee Badges

Logo/branding on
attendee badges

(Single Opportunity)

Refreshment Breaks

Monday, July 11th
Tuesday, July 12th
Wednesday, July 13th

(Multiple Opportunities)

Institute Bags

Institute bags with company
logo included with CABSE logo

(Three Opportunities)

Transportation to Chairman's Soirée

(Multiple Opportunities)

2022 Institute Sponsorship Opportunities

1. Complete your contact information for invoicing

Company Name		
Contact Person	Position	
Phone	Fax	
Address		
City	State	Zip Code
Email Address	Website	

2. Select your sponsorship level

Platinum \$40,000	Diamond \$20,000	Gold \$10,000	Silver \$5,000	<p>Deadline for sponsor commitment form and all marketing materials: May 10, 2022</p> <p>Note: Submit <u>print ready</u> artwork at resolution of 300 DPI or greater to ensure the highest quality.</p> <p>All logos are required in <u>vector</u> format (*.EPS or *.AI)</p> <p>Return completed form to: conference@cabse.org</p> <p>13337 South St. #675 Cerritos, CA 90703 (833) 502-2273</p>
<p>Select two options to complete your package:</p> <ul style="list-style-type: none"><input type="checkbox"/> Keynote General Session Presenting Sponsor<input type="checkbox"/> Black EDcellence Awards Luncheon<input type="checkbox"/> Chairman's Soirée<input type="checkbox"/> Custom Room Key Cards<input type="checkbox"/> Wi-Fi Sponsor	<p>Select one option to complete your package:</p> <ul style="list-style-type: none"><input type="checkbox"/> Keynote General Session Presenting Sponsor<input type="checkbox"/> Black EDcellence Awards Luncheon<input type="checkbox"/> Chairman's Soirée<input type="checkbox"/> Custom Room Key Cards<input type="checkbox"/> Wi-Fi Sponsor	<p>Select one option to complete your package:</p> <ul style="list-style-type: none"><input type="checkbox"/> Presidents Welcome Reception<input type="checkbox"/> Networking Event<input type="checkbox"/> Breakfast Sponsor	<p>Select one option to complete your package:</p> <ul style="list-style-type: none"><input type="checkbox"/> Institute Bags<input type="checkbox"/> Refreshment Breaks<input type="checkbox"/> Transportation to Chairman's Soirée<input type="checkbox"/> Name Badges	