



Conference
2024

SPONSORSHIP OPPORTUNITIES



san diego county office of
EDUCATION
FUTURE WITHOUT BOUNDARIES™



The San Diego County Office of Education (SDCOE) 2024 Equity is Love in Action Conference, to be held Jan. 18 to 19, 2024, will reach more than 1,500 educators through an in-person platform at the Town and Country Resort.

The 2023 Equity Conference included more than 1,100 district and school decision-makers and community partners in attendance. Our speakers provided scholarly knowledge and gave attendees practical applications to change our work. They highlighted tools and thought-provoking ways to teach differently, collect data differently, and lead differently.

As the 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. 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. By sponsoring the 2024 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. Over two days, we bring together nationally recognized speakers and education leaders and spotlight current research and best practices.

Reimagining schools is a collective effort, and this is our opportunity to act on research-based best practices and strategies to better support all students. 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. Together we can ensure high expectations for every student while showing respect and honor for the unique cultures and perspectives of our young people. Educational equity is a huge undertaking, but it is within our power to make the world a better place for our youth today and in the future. 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 January 2024 Conference. For questions, contact [Rebecca Penh](mailto:Rebecca.Penh@sdcoe.net) at rebecca.penh@sdcoe.net.

Dr. Paul Gothold
San Diego County Superintendent of Schools



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 2020-21

490,068
Students*



22,873
Teachers



799
Schools



42
School Districts



5
Community
College Districts





Equity Conference Sponsorship Opportunities

SPONSORSHIP PACKAGES					
	Impact	Inspire	Innovate	Inform	Imagine
Cost	\$10,000	\$7,500	\$5,000	\$2,500	\$100-\$2,499
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.	Be recognized as a supporter of educational equity for all students.
Conference Registration	4	3	2	1	Discounted Rate
Logo on Pull-Up Banner, Website, and Conference App	✓	✓	✓	✓	Appear on the sponsorship list.
*Twitter Posts to 12,600+ Followers	2	1	0	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.