



*Conference*

**SPONSORSHIP  
OPPORTUNITIES**



san diego county office of  
**EDUCATION**  
FUTURE WITHOUT BOUNDARIES™



The San Diego County Office of Education (SDCOE)'s North Star is a goal to reduce poverty and increase belongingness through public education. **Our 2025 Equity is Love in Action Conference**, to be held May 28 to 30 at the Sheraton San Diego Hotel and Marina, is an integral part of achieving that goal. The conference will bring together more than 1,500 educators and equity champions with renowned keynote speakers and an even greater variety of topics of equity.

As a 2025 Equity Conference sponsor, you will have front-row access to connect your business or organization to efforts that work toward a bright future for all students, regardless of their race or ZIP code. Over three days, we bring together nationally recognized speakers and education leaders and spotlight current research and best practices.

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 May 2025 conference. For questions, contact Jorge Cuevas Antillón at [jorge.cuevasantillon@sdcoe.net](mailto:jorge.cuevasantillon@sdcoe.net).

Thank you for your partnership,

Dr. Gloria E. Ciriza  
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  
\*per latest county data from California Department of Education DataQuest

**478,175**  
Students\*



**23,206**  
K-12 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	\$500-\$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 in conference materials as a supporter of educational equity for all students.
Conference Registration	4	3	2	1	
Logo on Pull-Up Banner, Website, and Conference App	✓	✓	✓	✓	✓
Social Media Posts to 15,800 Followers*	2	1	0	0	0
Exhibitor Space	5'x20' 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	✓	✓			
Access to participants emailing address	✓				

\*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. The County Office is active @SanDiegoCOE on Twitter, Facebook, Instagram, and LinkedIn with nearly 23,000 followers.
- SDCOE's website at [www.sdcOE.net](http://www.sdcOE.net) gets about 120,000 pageviews a month.
- The SDCOE Equity newsletter is sent to more than 2,300 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](mailto:equity@sdcoe.net).



## Let's Connect

Please contact the Equity Conference team at [equity@sdcoe.net](mailto: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.