AIM Institute for Learning & Research



Celebrating 20 Years of Impact: AIM Institute's 14th Annual Research to Practice Symposium

Monday, March 2, 2026 at 8:00 AM - 4:30 PM ET

AIM's 2025 Symposium celebrates 20 years of advancing research to practice by bringing together literacy researchers, educators, leaders, and policymakers. This year's theme, *Reflecting on Impact*, features every previous Hollis Scarborough Award recipient and honors the 2026 awardee, Dr. G. Reid Lyon.





About AIM

AIM is a nonprofit transforming and empowering lives through literacy. Guided by the Science of Reading, AIM connects research to practice and builds collaboration among educators, leaders, researchers, and advocates. With a vision that extends from classrooms to communities across the country, we create lasting change by ensuring every learner has the opportunity to thrive.

27,142,443
Students Impacted

50,634
Educators Served

10,823
Leaders Impacted

Why Sponsor?

Engage with a targeted audience of passionate educators and leaders.

Elevate your company as an advocate of evidence-based literacy instruction.

Expand your reach through digital and in-person sponsorship.

Empower lives through literacy to ensure every child learns to read and write.



2025 Symposium Snapshot

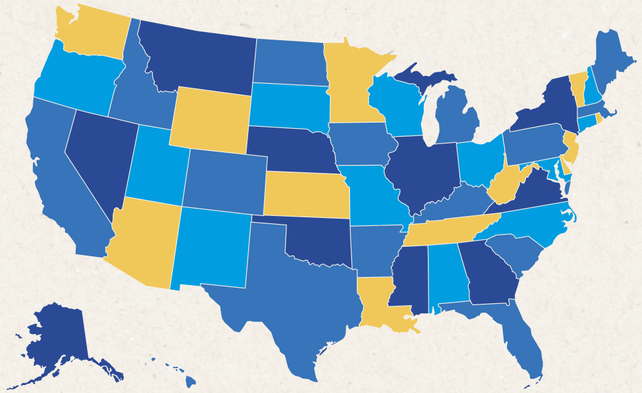
309
In-person attendees

2,575
Live streamers

191
Watch parties

1,798
Watch party attendees

4,873
Total attendees



50+
States



33
Countries

institute.aimpa.org/symposium

Two Decades of Celebrating Research to Practice:
Reflecting on Impact



2026 Scarborough Award Recipient
Dr. G. Reid Lyon



Symposium Moderator
Nancy Hennessy

Past Hollis Scarborough Award Recipients



Left to right: Dr. Hollis Scarborough 2019, Dr. Mark Seidenberg 2020, Dr. Don Compton 2021, Dr. Linnea Ehri 2022, Dr. Laurie Cutting 2023, Dr. Ken Pugh 2024, Dr. Kate Cain 2025

You'll also hear from: Dr. Elsa Cardenas-Hagan, Dr. Devin Kearns, Dr. Katie Pace Miles, Dr. Brandy Nash, and Kristen Wynn.

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institute.aimpa.org/symposium

2026 Symposium Sponsorship Opportunities

Literacy Champion | $50,000

Celebrate with maximum visibility & exclusive recognition

- Exclusive spotlight in AIM Institute newsletter
- Invitation to pre-Symposium reception & researcher meet & greet
- Premium logo placement on the streaming platform
- Streaming links to QR codes for information
- Verbal recognition during opening remarks
- Post-event recognition with logo placement & embedded link on archived recording website
- Invitation to post-Symposium dinner with researchers
- Invitation to the Invitation Only Roundtable for up to 6 VIP clients
- Logo/company name on promo materials, signage, & registration website
- Networking table available with signage
- Social media recognition
- 10 reserved seats at the in-person Symposium for VIP clients (lunch included)

Streaming Partner | $35,000

Premium visibility during live-streamed programming

- Premium logo placement on the streaming platform during breaks & lunch hours to specifically reach the online audience worldwide
- Ability to create QR code links to information on products
- Verbal recognition during opening remarks
- Post-event recognition with logo & embedded link on the archived recording website
- Invitation to the Invitation Only Roundtable the for up to 4 VIP clients
- Logo/company name listed on promo materials, signage, & registration website
- Networking table available with signage
- Social media recognition
- 6 reserved seats at the in-Person symposium for VIP clients (lunch included)

20th Anniversary Partner | $20,000

Celebrate two decades of literacy impact with recognition & engagement

- Logo placement on the streaming platform
- Invitation to pre-Symposium reception & researcher meet & greet
- Logo & recognition during opening remarks
- Post-event recognition with logo & embedded link on archived recording website
- Invitation to the Invitation Only Roundtable for up to 2 VIP clients
- Logo/company name listed on promo materials, signage, & registration website
- Networking table available with signage
- Social media recognition
- 2 Reserved Seats at the in-person Symposium (lunch included)

Contact Joy Antonoplos, Director of Development, 215-948-9335, jantonoplos@aimpa.org for more information.

2026 Symposium Sponsorship Opportunities

Literacy Partner | $15,000

Strong presence and recognition throughout the event

- Logo placement on streaming platform
- Recognition during opening slides
- Post-event recognition with logo & embedded link on archived recording website
- Logo/company name listed on promo materials, signage, & registration website
- Networking table available with signage
- Social media recognition

Literacy Patron | $5,000

Make a meaningful impact with recognition and direct engagement at the event

- Verbal recognition during opening remarks
- Logo/company name listed on promo materials, signage, & registration website
- Networking table available with signage
- Social media recognition

Sponsor a Speaker Partner | $2,500

Support a featured expert & gain targeted visibility during their session

- Verbal recognition during introduction of sponsored speaker
- Company name listed on event agenda

We have a hundred years of reading comprehension research with 30 years of excellent research about what to do in the classroom. Yet, that hasn't made it into teacher's hands, so events like AIM's Research to Practice Symposium are terrific because it really brings researchers and educators together. It's the only way we're going to bridge that research to practice gap."

— Dr. Amy Ellemen, Director of Literacy Studies, Middle Tennessee State University

Contact Joy Antonoplos, Director of Development, 215-948-9335, jantonoplos@aimpa.org for more information.

Let's Talk!

JOY ANTONOPLOS
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