

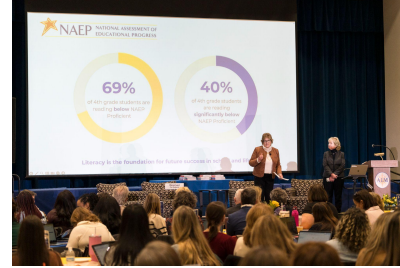
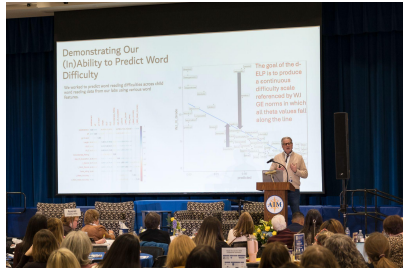
15th Annual Research-to-Practice Symposium

The Impact of Language on Reading and Writing

2026-2027 Sponsorship Opportunities

MONDAY
MARCH 8
2027
Lafayette Hill, Pennsylvania
Or
Via Livestream

Partner with AIM to amplify the research, learning, and collaboration that are shaping the future of literacy education. Support a growing movement that brings research and practice together to accelerate change for educators, schools, and students.



Why sponsor?

Connect your organization to a trusted audience committed to evidence-based literacy instruction.

Symposium 2026 by the Numbers

4,873

Total attendees

2,575

Livestream Registrants

1,798

Watch-party attendees

50+

States represented

33

Countries represented

Your Sponsorship Advances

- Free national access through the livestream and Road to the Symposium learning webinars.
- Research-to-practice translation for educators, leaders, and policymakers.
- Educator and emerging researcher access through scholarships and registration support.
- Meaningful connection through the Research Exchange, sponsor tables, and digital presence.



A year-long sponsorship platform.

Visibility begins before the main event, peaks during the hybrid program, and continues through archived access.

01

BUILD REACH

Road to the Symposium

Webinars and campaign communications build a national audience throughout the year.

02

WELCOME

Invite-only reception

Relationship-building with speakers, sponsors, and priority partners before the symposium.

03

CONVENE

Main symposium + livestream

Research, practitioner voices, awards, and broad national access on March 8, 2027.

04

CONNECT

Research Exchange + Virtual Sponsor Hall

Sponsor presence, poster presentations, and networking across formats.



The Road to AIM's 2027 Research to Practice Symposium.

EXPLORE THE IMPACT OF LANGUAGE ON READING AND WRITING



SEPT. 16, 2026

Sowing Seeds of Literacy Through Language Development

Dr. Jennifer Zuk

OCT. 6, 2026

Language Is Literacy: Why Oral Language Drives Reading and Writing Success

Dr. Pamela Snow

**DYSLEXIA AWARENESS MONTH
CONVERSATIONS**

OCT. 21, 2026

A Key First Step to Literacy: Early Risk Identification in Pediatric Practice

Dr. Shelley Gray + Dr. R.J. Risueño

NOV. 18, 2026

Integration of Reading and Writing: Comprehension and Composition

Nancy Hennessy & Julia Salamone

DEC. 1, 2026

Scaffolding Complex Text: Building Language, Comprehension, and Student Thinking

Dr. Mitchell Brookins

COMING SPRING 2027

More conversations coming in Spring 2027.

2027 AIM RESEARCH TO PRACTICE SYMPOSIUM

The Impact of Language on Reading and Writing

Choose the partnership that fits your goals.

Options range from year-long leadership visibility to focused digital and scholarship support.

Innovation Partner

\$45,000

1 opportunity

SECURED

Literacy Champion

\$30,000

1 opportunity

In-person

Global Access Partner

\$20,000

2 opportunities

In-person

Research Leadership Partner

\$10,000

4 opportunities

In-person

Research Exchange Partner

\$7,500

3 opportunities

In-person

Literacy Partner

\$5,000

4 opportunities

In-person

Virtual Sponsor Hall

\$3,000

Up to 15

Virtual only

Scholarship Sponsor

\$1,500

Up to 20

Scholarship

Availability, final logistics, and deliverables are subject to the executed sponsor agreement.

Lead the conversation.

Premium partnerships provide the strongest year-long visibility and audience reach.

Innovation Partner **\$45,000**

1 opportunity • In-person • Secured

- Presenting recognition across the campaign and main symposium
- Premium logo placement, plus opening and closing verbal recognition
- One dedicated AIM Institute newsletter sponsor spotlight
- Reserved access across the Symposium, Welcome Reception, Research Exchange, and Roundtable
- Priority Symposium, Reception and Roundtable seat access

Literacy Champion **\$30,000**

1 opportunity • In-person

- Presenting recognition, premium logo placement, verbal recognition, and newsletter spotlight
- One (1) Symposium table and one (1) Research Exchange & Reception table
- One dedicated AIM Institute newsletter sponsor spotlight
- Two (2) symposium seats, four (4) Welcome Reception invitations, and up to four (4) Roundtable invitations
- Category exclusivity option and post-event logo with embedded link on archived recording page.

Global Access Partner **\$20,000**

2 opportunities • In-person

- Named livestream recognition, premium logo placement, and selected Road to the Symposium communications
- One (1) Symposium table and one (1) Research Exchange & Reception table
- Two (2) symposium seats, two (2) Welcome Reception invitations, and up to three (3) Roundtable invitations
- Post-event logo and embedded link on the archived recording page

Build visibility through research and connection.

Three in-person tiers pair sponsor recognition with access to the Symposium community.

Research Leadership Partner \$10,000

4 opportunities • In-person

- Recognition adjacent to a featured research, practitioner, award, or leadership segment
- Prominent logo placement across event materials, signage, sponsor rotation, and archive
- One (1) Symposium sponsor table for promotional materials
- Two (2) symposium seats, two (2) Welcome Reception invitations, and up to two (2) Roundtable invitations

Research Exchange Partner \$7,500

3 opportunities • In-person

- Named Research Exchange recognition in event materials and on-site signage, and archived recording page
- One (1) Symposium table and one (1) priority Research Exchange & Reception table
- Option to support the Exchange or postdoctoral scholars presenting during the poster session
- Two (2) symposium seats, two (2) Research Exchange Reception access

Literacy Partner \$5,000

4 opportunities • In-person • No table

- Logo on the registration page, selected signage, sponsor rotation, and archived recording page
- Two (2) reserved in-person symposium seats
- Social media recognition and sponsor thank-you campaign inclusion
- Accessible in-person sponsorship with mission-aligned visibility

Expand access without a physical table.

Digital and scholarship options support national reach at lower investment levels.

Virtual Sponsor Hall

\$3,000

Up to 15 opportunities • Virtual only

- Dedicated profile with logo, organization description, contact information, and approved link
- One hosted video or visual asset and up to two downloadable resources
- Live and post-event placement in the Virtual Sponsor Hall
- Registration-page logo, sponsor rotation, and social or thank-you acknowledgment
- No table and/or complimentary in-person event access

Scholarship Sponsor

\$1,500

Up to 20 opportunities • Scholarship

- Supports one educator or poster presenter's attendance
- May help offset approved travel, lodging, or poster-production costs
- Sponsors may fund one participant or combine scholarships for a cohort
- Registration-page, scholarship-communication, and thank-you recognition
- No table and/or complimentary in-person event access

Sponsorship access at a glance

Current campaign visibility, sponsor presence, and invitation benefits by level.

2027 Sponsorship Benefits	Innovation \$45K	Champion \$30K	Global Access \$20K	Research Lead. \$10K	Research Exch. \$7.5K	Literacy \$5K	Virtual Sponsor Hall \$3K	Scholarship \$1.5K
Road to the Symposium recognition	✓	✓	✓	—	—	—	—	—
Symposium sponsor table		✓	✓	✓	✓	—	—	—
Research Exchange & Reception table		✓	✓	—	Priority table	—	—	—
Reserved symposium seats	Included	2	2	2	2	2	—	—
Welcome Reception invitations	Included	4	2	2	2	—	—	—
Leadership Roundtable invitations	Included	Up to 4	Up to 3	Up to 2	Up to 2	—	—	—

Final benefits and access remain subject to the executed sponsor agreement and final capacity.

Sponsorship recognition at a glance

Campaign recognition, marketing visibility, and support opportunities by level.

2027 Sponsorship Benefits	Innovation \$45K	Champion \$30K	Global Access \$20K	Research Lead. \$10K	Research Exch. \$7.5K	Literacy \$5K	Virtual Sponsor Hall \$3K	Scholarship \$1.5K
Campaign or program recognition	Program-wide Recognition	Program-wide Recognition	Named livestream partner	Featured segment recognition	Named Research Exchange partner	—	—	—
Premium logo placement	✓	✓	✓	—	—	—	—	—
Virtual Sponsor Hall presence	Logo	Logo	Logo	Logo	Logo	Logo	Full profile	—
Livestream / on-screen recognition	✓	✓	✓	—	—	—	—	—
Opening and closing verbal recognition	✓	✓	—	—	—	—	—	—
Newsletter sponsor spotlight	✓	✓	—	—	—	—	—	—
Business category exclusivity	Option	Option	—	—	—	—	—	—
Research or participant support	—	—	—	—	Exchange or postdoctoral support	—	—	One participant scholarship

Final benefits and access remain subject to the executed sponsor agreement and final capacity.