

Sponsorship Opportunities

Platinum Sponsor ▶ \$20,000

- ▶ Company, name, logo, etc., appears in pre-event marketing and contact emails.
- ▶ Logo appears on slide before keynote sessions.
- ▶ Logo appears on virtual convention platform.

- ▶ **Two Sponsored Sessions**
 - 45-minute, pre-recorded sessions.
 - Live Q&A: Attendees interact via a chat box. The presenter manages the discussion throughout the duration of the session.
 - Guaranteed no competition with other sponsored sessions.

- ▶ **Virtual Networking Hour**
 - 60 minutes
 - Logo appears on screen before networking hour.
 - Sponsor representative is the host/moderator.

- ▶ **Virtual Booth**
 - Please see attached exhibit booth document for features.
 - Representative must be available during designated booth hours.

- ▶ **Leads**
 - Contact information is collected when attendees visit a virtual sponsor booth and participate in giveaways.

- ▶ **Contact Lists**
 - Receive complimentary email blast message to preregistered attendees
 - Receive TESOL Virtual Convention attendee email list (opt-ins)

- ▶ **Additional Benefits Include:**
 - Four sponsor-representative registrations.
 - Social media outreach via TESOL International Association (includes sponsor tagline, handle, and website link).
 - Name, logo, description, website link, and social media handles appears on TESOL 2020 Virtual Convention & English Language Expo sponsor site.
 - Giveaways and/or special offers highlighted in gamification prizes.

Gold Sponsor ▶ \$3,500

- ▶ Logo appears on virtual convention platform
- ▶ **One Sponsored Session**
 - 40-minute, pre-recorded session.
 - Live Q&A: Attendees interact via a chat box. The presenter manages the discussion throughout the duration of the session.
 - Guaranteed no competition with other sponsored sessions.
- ▶ **Virtual Booth**
 - Subject matter expert listing.
 - Representative must be available during designated booth hours
- ▶ **Leads**
 - Collect contact information when attendees visit a virtual sponsor booth and participate in giveaways.
- ▶ **Contact Lists**
 - Receive complimentary email blast message to preregistered attendees
 - Receive TESOL Virtual Convention attendee email list (opt-ins)
- ▶ **Additional Benefits Include:**
 - Three sponsor-representative registrations.
 - Acknowledgement on TESOL social media (includes sponsor tagline, handle, and website link).
 - Sponsor name, logo, description, website link, and social media handles displayed on TESOL 2020 Virtual Convention & English Language Expo sponsor site.
 - Sponsor giveaway or special offer highlighted in gamification prizes.

Silver Sponsor ▶ \$2,500

- ▶ Logo appears on slide before keynote sessions.

- ▶ **One Sponsored Session**
 - 40-minute, pre-recorded session.
 - Live Q&A: Attendees interact via a chat box. The presenter manages the discussion throughout the duration of the session.
 - Guaranteed no competition with other sponsored sessions.

- ▶ **Coffee Talk Host**
 - 20 minutes
 - Sponsor logo appears on screen before coffee talk
 - Sponsor representative is the host/ moderator.

- ▶ **Virtual Booth**
 - Representative must be available during designated booth hours.

- ▶ **Leads**
 - Collect contact information when attendees visit a virtual sponsor booth and participate in giveaways.

- ▶ **Contact Lists**
 - Receive TESOL Virtual Convention attendee email list (opt-ins)

- ▶ **Additional Benefits Include:**
 - Two sponsor-representative registrations.
 - Acknowledgement on TESOL social media (includes sponsor tagline, handle, and website link).
 - Name, logo, description, website link, and social media handles displayed on TESOL 2020 Virtual Convention & English Language Expo sponsor site.
 - Sponsor giveaway or special offer highlighted in gamification prizes.

Bronze Sponsor ▶ \$1,500

▶ One Sponsored Session

- 20-minute, pre-recorded session
- Available as on-demand content

▶ Virtual Booth

- Representative must be available during designated booth hours.

▶ Leads

- Collect contact information when attendees visit a virtual sponsor booth and participate in giveaways.

▶ Contact Lists

- Receive TESOL Virtual Convention attendee mailing list (opt-in)

▶ Additional Benefits Include:

- One sponsor-representative registration.
- Acknowledgement on TESOL social media (includes sponsor tagline, handle, and website link).
- Name, logo, description, website link, and social media handles displayed on TESOL 2020 Virtual Convention & English Language Expo sponsor site.
- Sponsor giveaway or special offer highlighted in gamification prizes