TESOL 2021
Sponsorship Opportunities
PLATINUM SPONSOR  $25,000

- Company name and logo appears in pre-event marketing and contact emails
- Logo appears in the virtual convention platform at prime placements*
- Logo appears on slide before keynote sessions
- Logo appears on the sponsor page of the TESOL website

*for more details on prime placement options, please contact TESOL’s Director of Strategic Events Lisa Dyson, DES, CMP (ldyson@tesol.org)

THREE (3) SPONSORED SESSIONS

- One 45-minute, live session
- Two 45-minute pre-recorded sessions
- Live Q&A following each of the sponsored sessions. The presenter manages the discussion throughout the duration of the session
- Guaranteed no competition with other sponsored sessions

ONE (1) VIRTUAL COCKTAIL RECEPTION WITH ENTERTAINMENT*

- 35 minutes
- Logo appears on screen before the virtual cocktail reception
- Sponsor is the host

*for entertainment options, please consult with TESOL’s Director of Strategic Events Lisa Dyson, DES, CMP (ldyson@tesol.org)

ONE (1) VIRTUAL BOOTH

- Please see attached virtual expo features

CONTACT LISTS

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

ADDITIONAL BENEFITS INCLUDE

- Seven (7) sponsor-representative complimentary registrations
- Social media outreach via TESOL International Association (includes sponsor tagline, handle, and website link)
- Giveaways and/or special offers highlighted in gamification prizes
- Five (5) timed push notifications within the virtual convention platform (it is recommended to use these to drive virtual participants to your sponsored sessions, virtual cocktail reception, and virtual booth)

For more information, please contact Lisa Dyson (ldyson@tesol.org), TESOL Director of Strategic Events, DES, CMP.
GOLD SPONSOR $10,000

- Logo appears in the virtual convention platform
- Logo appears on the sponsor page of the TESOL website
- Logo appears on slide before keynote sessions

TWO (2) SPONSORED SESSIONS
- One 45-minute, live session
- One 45-minute, pre-recorded session
- Live Q&A. The presenter manages the discussion throughout the duration of the session

COFFEE TALK HOST
- 30 minutes
- Sponsor logo appears on screen before coffee talk
- Sponsor representative is the host/ moderator

ONE (1) VIRTUAL BOOTH
- Please see attached virtual expo features

CONTACT LISTS
- Receive complimentary email blast message to preregistered attendees
- Receive TESOL Virtual Convention attendee email list (opt-ins)

ADDITIONAL BENEFITS INCLUDE:
- Four (4) sponsor-representative registrations
- Acknowledgement on TESOL social media (includes sponsor tagline, handle, and website link)
- Sponsor giveaway or special offer highlighted in gamification prizes
- Three (3) timed push notifications within the virtual convention platform (it is recommended to use these to drive virtual participants to your sponsored sessions and virtual booth)

For more information, please contact Lisa Dyson (ldyson@tesol.org), TESOL Director of Strategic Events, DES, CMP.
SILVER SPONSOR $5,000

- Logo appears in the virtual convention platform
- Logo appears on the sponsor page of the TESOL website
- Logo appears on slide before keynote sessions

ONE (1) SPONSORED SESSION
- 30-minute, pre-recorded session
- Live Q&A: Attendees interact via a chat box. The presenter manages the discussion throughout the duration of the session

COFFEE TALK HOST
- 30 minutes
- Sponsor logo appears on screen before coffee talk
- Sponsor representative is the host/ moderator

ONE (1) VIRTUAL BOOTH
- Please see attached virtual expo features

CONTACT LISTS
- Receive TESOL Virtual Convention attendee email list (opt-ins)

ADDITIONAL BENEFITS INCLUDE:
- Three (3) sponsor-representative registrations
- Acknowledgement on TESOL social media (includes sponsor tagline, handle, and website link)
- Sponsor giveaway or special offer highlighted in gamification prizes

For more information, please contact Lisa Dyson (ldyson@tesol.org), TESOL Director of Strategic Events, DES, CMP.
BRONZE SPONSOR $2,500

- Logo appears in the virtual convention platform
- Logo appears on the sponsor page of the TESOL website
- Logo appears on slide before keynote sessions

TWO BRANDED ON-DEMANDED SESSIONS
- Flash of your logo on your choice of any on-demand session over the course of the convention and link it to your virtual booth or directly to your website. Maximum two sessions

ONE (1) VIRTUAL BOOTH
- Please see attached virtual expo features

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

ADDITIONAL BENEFITS INCLUDE:
- Two (2) sponsor-representative registrations
- Acknowledgement on TESOL social media (includes sponsor tagline, handle, and website link)

For more information, please contact Lisa Dyson (ldyson@tesol.org), TESOL Director of Strategic Events, DES, CMP.
A LA CARTE PACKAGE OPTIONS:

- Banners and/or logos throughout the course of the event: $500 USD
- Branded on-demand session: $300 USD
- Push notification: $250 USD
- An additional virtual booth: $1,000 USD
- Contact list (opt-in): $1,000 USD

- Attendee swag bag/box:
  Prices vary depending on contents of bag/box
  Collaborate with TESOL to create a special swag bag to be mailed to all US attendees to arrive during the virtual convention.

- Wellness activities:
  Prices vary depending on the options chosen
  Collaborate with TESOL to create a wellness activity program for the virtual attendees.

Interested in a year-long partnership or additional sponsorship opportunities?
Contact TESOL’s Director of Strategic Events, Lisa Dyson, CMP, DES at ldyson@tesol.org for more information.

For more information, please contact:

LISA DYSON
TESOL Director of Strategic Events, DES, CMP
ldyson@tesol.org

tesol international association
1925 Ballenger Avenue Suite 550
Alexandria, VA 22314 USA
www.tesol.org