

TESOL 2022

INTERNATIONAL CONVENTION
& ENGLISH LANGUAGE EXPO
PITTSBURGH, PA, USA
HYBRID 22-25 MARCH

SPONSORSHIP PACKAGES

February - March 2022



tesol
international
association

www.tesol.org

#TESOL2022

PLATINUM SPONSOR @ \$25,000

Pre-Event Recognition	On-site Recognition	Virtual Recognition	Number of Complimentary Full Conference Access Passes	Additional Perks
Convention Website Presence	Logo on event sponsor banner	Logo appears in the E-Book (available for download to all attendees)*	10**	Pre-registration list and post conference registration list (opt-ins only)
Social Media Post – Thank you to Our Sponsor “X” (includes sponsor tagline, handle, and website link)	Logo as an escalator decal in a prime/heavy traffic area	One full page ad in the E-Book (available for download to all attendees)*		
Complimentary e-blast to pre-registered attendees*	Logo featured on a PPT Slide prior to all Keynotes	Two promoted posts in the mobile app		
Logo on all pre-convention email marketing	Verbal recognition at all Keynotes	Three-month banner ad on Convention website homepage		
		Logo appears on the homepage lobby of the virtual platform		

* Deadline for e-blast copy, logo, and ad is 21 February 2022.

** These passes are full registrations to the TESOL hybrid convention. You must indicate if the person you are registering is coming in-person or will be attending virtually.

GOLD SPONSOR @ \$10,000

Pre-Event Recognition	On-site Recognition	Virtual Recognition	Number of Complimentary Full Conference Access Passes	Additional Perks
Convention Website Presence	Logo on event sponsor banner	Logo appears in the E-Book (available for download to all attendees)*	7**	Post conference registration list (opt-ins only)
Social Media Post – Thank you to Our Sponsor “X” (includes sponsor tagline, handle, and website link)	Logo as an escalator decal in a prime/heavy traffic area	Logo appears on the homepage lobby of the virtual platform		
	Logo featured on a PPT Slide prior to all Keynotes	One promoted post in the mobile app		
		One-month banner ad on Convention website homepage		

* Deadline for logo is 21 February 2022.

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SILVER SPONSOR @ \$5,000

Pre-Event Recognition	On-site Recognition	Virtual Recognition	Number of Complimentary Full Conference Access Passes	Additional Perks
Convention Website Presence	Logo on event sponsor banner	Logo appears in the E-Book (available for download to all attendees)*	5**	Post conference registration list (opt-ins only)
	Logo as an escalator decal in a prime/heavy traffic area	Logo appears in the virtual conference platform		
	Logo featured on a PPT Slide prior to all Keynotes	One promoted post in the mobile app		
		One-month banner ad on Convention website homepage		

* Deadline for logo is 21 February 2022.

** These passes are full registrations to the TESOL hybrid convention. You must indicate if the person you are registering is coming in-person or will be attending virtually.

BRONZE SPONSOR @ \$2,500

Pre-Event Recognition	On-site Recognition	Virtual Recognition	Number of Complimentary Full Conference Access Passes	Additional Perks
Convention Website Presence	Logo on event sponsor banner	Logo appears in the E-Book (available for download to all attendees)	3**	Post conference registration list (opt-ins only)
	Logo featured on a PPT Slide prior to all Keynotes	Logo appears in the virtual conference platform		

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	Platinum @ \$25,000	Gold @ \$10,000	Silver @ \$5,000	Bronze @ \$2,500
Pre-Event Recognition	Convention Website Presence	Convention Website Presence	Convention Website Presence	Convention Website Presence
	Social Media Post – Thank you to Our Sponsor “X” (includes sponsor tagline, handle, and website link)	Social Media Post – Thank you to Our Sponsor “X” (includes sponsor tagline, handle, and website link)	X	X
	Complimentary e-blast to pre-registered attendees*	X	X	X
	Logo on all pre-convention email marketing	X	X	X
On-site Recognition	Logo on event sponsor banner	Logo on event sponsor banner	Logo on event sponsor banner	Logo on event sponsor banner
	Logo as an escalator decal in a prime/heavy traffic area	Logo as an escalator decal in a prime/heavy traffic area	Logo as an escalator decal in a prime/heavy traffic area	X
	Logo featured on a PPT Slide prior to all Keynotes	Logo featured on a PPT Slide prior to all Keynotes	Logo featured on a PPT Slide prior to all Keynotes	Logo featured on a PPT Slide prior to all Keynotes
	Verbal recognition at all Keynotes	X	X	X
Virtual Recognition	Logo appears in the E-Book (available for download to all attendees)	Logo appears in the E-Book (available for download to all attendees)	Logo appears in the E-Book (available for download to all attendees)	Logo appears in the E-Book (available for download to all attendees)
	Logo appears on the homepage lobby of the virtual platform	Logo appears on the homepage lobby of the virtual platform	Logo appears in the virtual conference platform	Logo appears in the virtual conference platform
	Two sponsored posts in the mobile app	One sponsored post in the mobile app	One sponsored post in the mobile app	X
	3-month banner ad on Convention homepage	1-month banner ad on Convention homepage	1-month banner ad on Convention homepage	X
Number of Complimentary Full Conference Access Passes	10**	7**	5**	3**
Additional Perks	Pre & post conference registration list (opt-ins only)	Post conference registration list (opt-ins only)	Post conference registration list (opt-ins only)	Post conference registration list (opt-ins only)

* Sponsor to provide text to TESOL Organizers by 21 February 2022.

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Don't want to commit to a package? Here are some additional (A La Carte) Sponsorship Opportunities that will equally enhance your visibility.

Available for purchase at the convention:

Mobile App	\$15,000
Hand Sanitizing Stations....	\$7,000
Sponsored Brown Bag (In-person) Luncheon.....	\$5,000
Massage and Wellness Relaxation Stations.....	\$5,000
Phone Charging Stations ...	\$3,000
PPE Kits.....	\$3,000
Lanyards	\$2,000
Sponsored (Virtual) Brown Bag Luncheon.....	\$500

NEW THIS YEAR!

Available throughout the year (non-conference related):

TESOL Coffee Chat – expert discussion with sponsor spotlight

Cost: \$2,000 per episode

- Two social media posts via TESOL's social media channels (tag sponsor and include sponsor logo on graphic)
- Post link to video on TESOL website with sponsor logo
- Include promo for video in one issue of the ELB
- Sponsor mention in the video description on YouTube
- Sponsor slide in video
- Option to provide a giveaway for chat attendees
- Option to provide a subject matter expert guest