Participate in Achieving the Dream’s
DREAM 2022 Annual Convening
FEBRUARY 14–17, 2022

Advancing Student Success:
Connect with more than 2,300 college presidents, faculty, staff, and policy makers through sponsorships and advertisements.
18th Annual Convening: February 14–17, 2022

ATD has been bringing together community college leaders, content experts, policy makers, and practitioners from more than 300 colleges and organizations in its annual convening designed for interactive learning and networking for 17 years.

At the 18th annual DREAM convening, participants will exchange ideas with colleagues about evidence-based reform strategies that transform higher education and impact student success. ATD’s immersive virtual experience provides inspirational interactive learning and key insights from higher education experts, thought leaders, and peers.

The convening will include plenary sessions with critically acclaimed artists, scholars, educators, and activists; breakout sessions with higher education thought leaders; and virtual exhibitions.
Five Core Themes

Building stronger pipelines to and through postsecondary education

Adopting a holistic, equity-focused approach to community vitality

Eliminating systemic barriers to student success

Fostering a sense of belonging through teaching and learning excellence

Leveraging data and analytics for institutional and community well-being
2022 Geographic Representation

Achieving the Dream’s Annual Conference draws attendees from 48 states, the District of Columbia, New Zealand, and South Africa.

College Functional Areas Represented at DREAM

- Academic Affairs: 48%
- Student Services: 35%
- Institutional Research: 12%
- Continuing Education: 2%
- Information Technology: 3%

Roles of DREAM Attendees

- President/Chancellor/CEO: 36%
- Cabinet Member: 8%
- Dean/Director/AVP: 8%
- Faculty: 17%
- Staff: 29%
- Student: 2%
DREAM 2021 Reviews

DREAM 2021 virtual attendees were highly satisfied with the event:

97% agreed that DREAM emphasized student-centered culture.

83% rated the plenary sessions very useful.

8.8 out of 10 attendees were likely to recommend DREAM to others.

“DREAM is one of the best conferences that I have ever attended. I love the chats while the presenter is presenting. I have learned so much from this conference. Listening to other colleges discuss their trials and triumphs was awesome. This was such an amazing conference and I look forward to attending next year.”

“Thank you for this valuable experience. Excellent job on moving to a virtual platform and still making it engaging, interactive, and providing for networking.”

“I found the convening extremely emotional and made me consider things I either did not know or was never introduced to in my life. I was sad when it ended.”
Sponsorship Packages

PLATINUM SPONSOR $25,000 (SOLD OUT)
- Five (5) DREAM 2022 registrations plus 30% discount on additional registrations
- Name recognition & logo on Opening Plenary
- Name recognition & logo as sponsor of one (2 hour) DREAM Studios
- Name recognition & logo as platinum sponsor on one (1) 60-minute Spotlight Sessions
- Name recognition & logo as platinum sponsor on welcome networking activity with a two-minute speaking role
- Exclusive 30-minute collaboration presentation with ATD Staff and community college partner
- One (1) booth in virtual expo for the duration of the event
- Access to attendee list pre and post event (mailing addresses only)

Brand Recognition via:
- Article published in the DREAM or ATD resource center
- Article published on the DREAM event platform
- Native ad in Inside Higher Ed Weekly Newsletter
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Sponsor recognition as Title Sponsor throughout event
- Social media with your company logo
- Inclusion in official press-release regarding conference communications
- Inclusion in DREAM pre-conference newsletter
- Logo inclusion in DREAM “Know Before You Go” eblast
- Thank you sponsor recognition in the DREAM Daily newsletter

GOLD SPONSOR $15,000 (Three sponsorships available at this level)
- Three (3) DREAM 2022 registrations plus 25% discount on additional registrations
- Exclusive name recognition as sponsor of a Plenary session (closing offered on a first-come basis)
- Name and logo recognition as sponsor of one (2 hour) DREAM Studios
- Name and logo recognition on one (1) 60-minute Spotlight Session
- Sponsor one (1) 30-minute Innovative Collaboration Session with community college
- Name and logo recognition on one (1) break
- Access to attendee list pre and post DREAM 2022

Brand Recognition via:
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Logo inclusion in DREAM pre-conference sessions
- Logo inclusion in DREAM “Know Before You Go” eblast
- Thank you sponsor recognition in in DREAM Daily newsletter
Sponsorship Packages

SILVER SPONSOR $10,000 (Five sponsorships available at this level)

- Three (3) DREAM 2022 registrations plus 20% discount on additional registrations
- Name and logo recognition on one (1) 60-minute Concurrent session
- One (1) 30-minute Innovative Collaboration Session with an ATD community college member
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list pre and post DREAM 2022

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Inclusion in DREAM pre-conference newsletter
- Logo Inclusion in DREAM “Know Before You Go” eblast
- Thank you sponsor recognition in the DREAM Daily newsletter

BRONZE SPONSOR $7,500 (Six sponsorships available at this level)

- Two (2) DREAM 2022 registrations plus 15% discount on additional registrations
- Exclusive name recognition and logo as sponsor of one (1) 30-minute Lightning Learning session
- One (1) 30-minute Innovative Collaboration Session with an ATD community college member
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list post DREAM 2022

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Inclusion in DREAM pre-conference newsletter
- Thank you sponsor recognition in the DREAM Daily newsletter
Sponsorship Packages

SUPPORTER SPONSOR $5,000 (Eight sponsorships available)
- Two (2) DREAM 2022 registrations plus 15% discount on additional registrations
- One (1) 30-minute Innovative Collaboration Session with an ATD community college member
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list post DREAM 2022

Brand Recognition via:
- Hyperlinked sponsor logo displayed prominently on DREAM registration website
- Hyperlinked sponsor logo displayed prominently in sponsor section of DREAM event platform
- Social media with your company logo
- Inclusion in DREAM pre-conference newsletter
- Thank you sponsor recognition in the DREAM Daily newsletter

EXHIBITOR SPONSOR $2,500 (Multiple opportunities available)
- One (1) DREAM registration
- One (1) expo booth in virtual exhibit hall for the duration of the event
- Access to attendee list post DREAM 2022

Brand Recognition on:
- Hyperlinked sponsor logo displayed prominently on registration website
- Inclusion in DREAM pre-conference newsletter
- Thank you sponsor recognition in the DREAM Daily newsletter

Additional Opportunities (Available on a First Come Basis)
- Leah Meyer Austin Award Donor — $25,000 (2 available)
- Sponsor the DREAM Scholars — $1,200 each (8 scholarships)
- Sponsor the DREAM Scholar Books and Technology Kit — $15,000
- Exclusive sponsor of the post-event survey email — $5,000
- Online registration sponsor-$2,500 (includes a custom video message from sponsor)
- Sponsor a break or networking activity featuring your company’s logo — $1,000
- Sponsor a DREAM Lab — $1,000
- Networking Activity Prize Sponsor — $500 (4 Available)

For more information about sponsorship options please contact:
Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
Virtual Sponsor Booth Layout & Capabilities

1. Brand Recognition
2. Virtual Tradeshow Capabilities
3. Upload Videos, Photos and Files
4. Future Sessions and Showcases
Virtual Sponsor Booth Layout

**SPONSOR & ADVERTISER PROSPECTUS**

**Helping Every Student Find Their Path to Success.**
Starfish’s holistic student success platform keeps students on track and connected with advisors, faculty, and staff, on or off campus.

**CHAT WITH US TO LEARN HOW STARFISH CAN HELP**

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**1. Brand Recognition**

**2. Description**

Starfish by Hobsons

For over a decade, the Starfish student success platform has helped higher education institutions drive student success through powerful products and services for student engagement, advising, analytics, workflow management, and academic and career planning.

Starfish is proud to partner with dozens of AUI Network institutions and hundreds of colleges and universities to help them achieve 2x increases in retention rate compared to peers, exceed graduation rate goals, and set the standard for student success in higher education.

To submit contact information for post-event follow-up email: starfish@hobsons.com

**3. Links**

- [https://twitter.com/starfish Biz](https://twitter.com/starfish Biz)
- [https://www.facebook.com/StarfishUS](https://www.facebook.com/StarfishUS)
- [https://www.linkedin.com/showcase/starfish-by-hobsons/](https://www.linkedin.com/showcase/starfish-by-hobsons/)
- [https://www.youtube.com/channel/UC7SPw65k4N0KtivoA2QI/](https://www.youtube.com/channel/UC7SPw65k4N0KtivoA2QI/)

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**4. Team Roster**

- **Kelly Casperson**
  - Students Engineer

- **Colin Laslter**
  - Account Executive

- **Elizabeth Perry**
  - Account Executive

- **Jackie Roth**
  - Starfish Account Manager

- **Tina Sasso**
  - Events Manager

- **Donna Troeger**
  - Product Marketing Manager

- **Andrew Wheeler**
  - Senior Director of Marketing
Since 2004, Achieving the Dream has helped hundreds of colleges and millions of students achieve their goals of success. Informed by research and more than 15 years of practice with institutions of varying demographics, sizes, and contexts, ATD has helped them:

- Enable institution-wide systems and culture change
- Envision the ideal student experience
- Prioritize the barriers to student success
- Share evidence-based strategies for change
- Anticipate necessary changes in college structures and processes
- Plan how to engage stakeholders in making the case for change
- Beta-test strategies for improvement
- Track implementation progress and impact of change initiatives