SPONSOR PROSPECTUS

20TH ANNIVERSARY DREAM ANNUAL CONVENING 2024

SPECIAL 20TH ANNIVERSARY CONVENING
February 19-22, 2024 | Orlando, Florida

Advancing Student Success

Connect with college presidents, faculty, staff, and policy makers through sponsorships.
Transforming Colleges, Transforming Communities

DREAM, the annual signature event of Achieving the Dream (ATD), brings together thousands of practitioners from hundreds of colleges to exchange evidence-based approaches to accelerating student success in a manner that champions equity and drives economic vibrancy. The conference embodies ATD’s longstanding belief in advancing community colleges as accessible hubs of learning, credentialing, and social mobility that eliminate inequities in students’ educational and workforce outcomes. In short, DREAM is the place to be to discover time-proven strategies that transform higher education and uplift our communities.

ATD has been at the forefront of postsecondary reform work for 20 years. As one of the first national groups to occupy the educational reform space, we have been prioritizing student centeredness and racial equity from the organization’s inception, emboldening communities to choose transformation over tradition, curiosity over inaction, and innovation over status quo.

With two decades of work under our belts and a higher ed landscape before us that needs our expertise, we are more eager and energized than ever to convene DREAM 2024. Through plenary sessions with critically acclaimed scholars, educators, and activists and breakout sessions with higher education thought leaders, we look forward to gathering in Orlando with a nationwide network of colleagues to share 20 years’ worth of lessons learned in the student success field and to promote our vision of higher education as an engine for equity and a catalyst for community transformation.

For information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
Who Attends?

ATD GEOGRAPHIC REPRESENTATION

45 STATES

Achieving the Dream’s annual conference draws attendees from 45 States, the District of Columbia, New Zealand, and South Africa.

300+ COLLEGES

ATD Represents 300+ Colleges. 13 New Colleges joined in 2023!

ROLES OF DREAM ATTENDEES

- Administrator (e.g., Vice President, Dean, Director, Manager)
- Faculty Member
- Student Affairs Member (e.g., Advisor, Counselor, Coordinator, Financial Aid Staff, Specialist)
- Campus President/Chancellor/CEO
- Institutional research/institutional effectiveness member

4% 8% 15% 21% 52%
What DREAM Sponsors Say

DREAM 2023 SPONSOR TESTIMONIALS

"The size of the conference still allows for personalized and individual moments to connect."

"Speaking from a sponsor’s perspective, the way you laid out the exhibitor booths gave us really great traffic and, thus, great opportunities to network. This is one of the best conferences I’ve been to in terms of the placement of sponsor booths. Location of our booths is a huge determinant of the productivity of the conference for us, and ATD was fantastic in that regard. Outside of the sponsor perspective, everything was incredibly well done and went smoothly."

"The sessions were phenomenal!"

DREAM 2023 HAD HIGH SATISFACTION SCORES AMONG SURVEY-RESPONDENT SPONSORS!

- 100% rated the overall satisfaction as a 5 on a scale of 1 to 5!
- 100% said they would return to DREAM
Sponsorship Packages

PREMIER PACKAGE $50,000 (one sponsorship available)

• Sponsorship of Opening Plenary (company provides two minutes of remarks)
• Opportunity to have sponsor name incorporated into DREAM Wi-Fi code
• Special invitation to President’s Reception
• Opportunity to host a client dinner with curated guest list of ATD attendees
• Opportunity to host the conference’s Opening Reception with two minutes of remarks
• One table-top display area in a prominent, high-traffic location
• Opportunity to host one 30-minute Innovative Collaboration Session
• Access to DREAM 2024 attendee list pre- and post-conference (mailing addresses only)
• Four conference registrations

Brand recognition:

• Signage in main ballroom throughout the conference
• Column wrap signage
• Logo on standing/directional signage
• Sponsorship of one DREAM newsletter (“brought to you by” or “sponsored by”)
• Inclusion in DREAM save-the-date eblast
• Logo on DREAM 2024 ATD website
• Logo on DREAM 2024 conference registration site (logo with hyperlink)
• Logo and company description on mobile app
• Co-branded (with ATD) follow-up email to DREAM attendees on a DREAM-related topic of choice
• Social media thank you recognition

For more information about sponsorship options, please contact:
Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
VISIONARY PACKAGE $40,000 (four sponsorships available at this level - pending final number of plenary sessions)

- Sponsorship of one Plenary Session (Closing Plenary available on first-come, first-served basis)
  - Opportunity to host a small networking reception (breakfast or lunch)
  - One table-top display area in a prominent, high-traffic location
  - Opportunity to host one 30-minute Innovative Collaboration Session
  - Access to DREAM 2024 attendee list pre- and post-conference (mailing addresses only)
  - Three conference registrations

Brand recognition:
- Column wrap signage
- Logo on standing/directional signage
- Sponsor mention in DREAM newsletter
- Inclusion in DREAM save-the-date eblast
- Logo on DREAM 2024 ATD website
- Logo on DREAM 2024 conference registration site (logo with hyperlink)
- Logo and company description on mobile app
- Social media thank you recognition

For more information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
BENEFACTOR PACKAGE $30,000 *(four sponsorships available)*

- Sponsorship of one Spotlight Session (name/logo recognition only)
- One table-top display area in a prominent, high-traffic location
- Opportunity to host one 30-minute Innovative Collaboration Session
- Access to DREAM 2024 attendee list pre- and post-conference (mailing addresses only)
- Three conference registrations

**Brand recognition:**

- Column wrap signage
- Logo on standing/directional signage
- Sponsor mention in DREAM newsletter
- Inclusion in DREAM save-the-date eblast
- Logo on DREAM 2024 ATD website
- Logo on DREAM 2024 conference registration site (logo with hyperlink)
- Logo and company description on mobile app
- Social media thank you recognition

PATRON PACKAGE $20,000 *(eight sponsorships available)*

- Sponsorship (in name) of one concurrent session (name and logo recognition)
- One table-top display area in a prominent, high-traffic location
- Opportunity to host one 30-minute Innovative Collaboration Session
- Access to DREAM 2024 attendee list pre- and post-conference (mailing addresses only)
- Two conference registrations

**Brand recognition:**

- Logo on standing/directional signage
- Sponsor mention in DREAM newsletter
- Logo on DREAM 2024 conference website (logo with hyperlink)
- Logo on DREAM 2024 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

For more information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
SUPPORTER PACKAGE $10,000 (*eight sponsorships available*)

- Opportunity to host one 30-minute Innovative Collaborative Session
- One table-top display area in a prominent, high-traffic location
- Access to DREAM 2024 attendee list pre- and post-conference (mailing addresses only)
- Two conference registrations

**Brand recognition:**

- Logo on step-and-repeat banner
- Logo on standing/directional signage
- Logo on DREAM 2024 conference website (logo with hyperlink)
- Logo on DREAM 2024 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

EXHIBITOR PACKAGE $5,000 (*10 sponsorships available*)

- One table-top display area in a prominent, high-traffic location
- Access to DREAM 2024 attendee list pre- and post-conference (mailing addresses only)
- One conference registration

**Brand recognition:**

- Logo on step-and-repeat banner
- Distribution of literature via QR codes
- Logo on standing/directional signage
- Logo on DREAM 2024 conference website (logo with hyperlink)
- Logo on DREAM 2024 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

For more information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
Customized Sponsorship Opportunities

DREAM SCHOLARS THEN AND NOW $10,000
• Special online recognition via DREAM Newsletter and social posts
• Sponsorship of on-site DREAM Scholars Then and Now Reception

SPONSOR LOUNGES — CUSTOM DAILY ACTIVATIONS
(price upon request)
• Dedicated space within high traffic exhibit areas in hotel conference rooms for custom activations that could include scheduled themed activities, such as:
  - Raffle/prize giveaways
  - Product demonstrations
  - Food/snacks/coffee/mixology
  - Movie nights
  - Yoga or Zumba lessons
  - Live music breaks
• Custom signage or sponsor booth in the areas

CUSTOM ACTIVATION IN RECOGNITION OF BLACK HISTORY MONTH (price upon request)
• Sponsorship of an activity, such as
  - Special performance (musical or dance)
  - Art exhibit
  - Dance lessons
  - Poetry reading

For more information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
A La Carte Opportunities

**SPONSORSHIP OF DREAM REGISTRATION $25,000**
- Logo on registration screens
- Logo on onsite registration signs
- Logo on registration site
- Logo on self-service registration screens
- Co-branding (with ATD) of registration giveaway item
- Logo on lanyard (based on availability)

**DREAM SCHOLARS PATRON $25,000** *(one sponsorship available at this level; provides $1K scholarship for 8 DREAM Scholars)*
- Recognition as the exclusive sponsor of:
  - DREAM 2024 Scholars Program
  - Scholars Lunch and Reception
  - Scholar Cultural Experience
  - Scholarship Award Plenary Session (includes opportunity to give remarks)
  - DREAM Scholar Orientation
  - DREAM Scholar fundraiser (in partnership with ATD)
  - Meet the DREAM Scholars Session (sponsorship in name)
- Recognition as exclusive DREAM Scholar Patron in post-conference ATD follow-up email to DREAM 2024 attendees

**SPONSORSHIP OF A PRE-SESSION SPEAKER GREEN ROOM- $10,000**
- Recognition as green room sponsor for speakers, such as:
  - College campus team leaders
  - Presidents and faculty
  - Keynote and plenary speakers

For more information about sponsorship options, please contact:
Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
A La Carte Opportunities (cont’d.)

SPONSORSHIP OF DAILY WELLNESS ACTIVITIES $5,000
- Recognition as sponsor of a wellness activity, such as:
  - Morning yoga with ATD
  - Smoothie demonstration or healthy cooking demonstration
  - Massages

SPONSORSHIP OF A POST-DREAM 2024 NEWSLETTER $5,000

SPONSORSHIP OF A COMMUNITY FORUM OR ROUNDTABLE DISCUSSION $5,000 (topic approved by ATD and must be in collaboration with an ATD College)

SPONSORSHIP OF A COMMUNITY SERVICE EVENT $5,000 (details TBD)

SPONSORSHIP OF A HAPPY HOUR (pricing TBD)

SPONSORSHIP OF A REFRESHMENT BREAK $3,500

SPONSORSHIP OF A DESIGNATED COOL WATER STATIONS $2,500 (offered on a first come basis)

EXCLUSIVE SPONSORSHIP OF PRE-DREAM NEWSLETTER, “WHAT TO EXPECT/KNOW BEFORE YOU GO” $2,500

For more information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
## Sponsor Benefit Comparison

<table>
<thead>
<tr>
<th>Principal Benefits</th>
<th>Premier Package $50,000</th>
<th>Visionary Package $40,000</th>
<th>Benefactor Package $30,000</th>
<th>Patron Package $20,000</th>
<th>Supporter Package $10,000</th>
<th>Exhibitor Package $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor of Opening Reception</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor of DREAM newsletter</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor of a Plenary (Opening Plenary reserved for Premier Level)</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage in main ballroom</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special invitation to Presidents Reception</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host a reception, breakfast, or lunch with two minutes of remarks</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host a curated roundtable or dinner (15 max)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo included on ATD DREAM Home Page</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo on columns or standing signage</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Sponsor mention in DREAM Newsletter</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>Opportunity to host one 30-minute Innovative Collaboration Session</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>One table-top display area in a prominent, high-traffic location</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Conference registrations</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
</tbody>
</table>

For more information about sponsorship options, please contact: Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805
# DREAM 2024 Schedule At-a-Glance

## DREAM 20th Annual Conference

**EASTERN TIME**

<table>
<thead>
<tr>
<th>Date</th>
<th>Sunday, February 18</th>
<th>Monday, February 19</th>
<th>Tuesday, February 20</th>
<th>Wednesday, February 21</th>
<th>Thursday, February 22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING</strong> 7 a.m.–12 p.m.</td>
<td>Sponsor Move-in</td>
<td>Sponsor Booths on Display</td>
<td>Sponsor Booths on Display</td>
<td>Sponsor Booths on Display</td>
<td>Closing Plenary Session</td>
</tr>
<tr>
<td></td>
<td>Morning DREAM Pre-Conference Studios</td>
<td>Morning Plenary Session</td>
<td>Morning Concurrent Sessions</td>
<td>Morning Concurrent Sessions</td>
<td></td>
</tr>
<tr>
<td><strong>AFTERNOON</strong> 12 p.m.–5 p.m.</td>
<td>Sponsor Early Move-in</td>
<td>Sponsor Booths on Display</td>
<td>Afternoon DREAM Pre-Conference Studios</td>
<td>Afternoon Concurrent Sessions</td>
<td>Sponsor Move-out</td>
</tr>
<tr>
<td></td>
<td>Opening Plenary Session and Reception</td>
<td>Afternoon Concurrent Sessions</td>
<td>Afternoon Concurrent Sessions</td>
<td>Afternoon Concurrent Sessions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recognition Luncheon</td>
<td>Afternoon Concurrent Sessions</td>
<td>Afternoon Concurrent Sessions</td>
<td>Afternoon Concurrent Sessions</td>
<td></td>
</tr>
</tbody>
</table>
What Participants Say about DREAM

Overall, DREAM participants reported a positive and meaningful experience at DREAM 2023 on the evaluation. This was evident in overall satisfaction ratings and the ratings on likelihood of recommending DREAM to colleagues.

DREAM 2023 OVERALL SATISFACTION

⭐⭐⭐⭐⭐ 4.54

WOULD RECOMMEND DREAM TO A COLLEAGUE

⭐⭐⭐⭐⭐ 4.48

WOULD LIKELY RETURN TO DREAM

⭐⭐⭐⭐⭐ 4.20

DREAM 2023 FEEDBACK

- Attending DREAM was a good investment of my time.
  - Agree: 93%
  - Neither agree or disagree: 4%
  - Disagree: 4%

- DREAM helped me to gain a better understanding of the current and future issues affecting today’s higher education landscape.
  - Agree: 93%
  - Neither agree or disagree: 5%
  - Disagree: 2%

- DREAM featured relevant research and evidence-informed practices in higher education
  - Agree: 97%
  - Neither agree or disagree: 2%
  - Disagree: 3%

- DREAM was a valuable learning experience.
  - Agree: 95%
  - Neither agree or disagree: 4%
  - Disagree: 2%
DREAM 2023 Testimonials

"The random conversations and connections I make with like-minded educators are incredibly valuable and something that could not happen when we were virtual."

"The most valuable experience at DREAM was the networking. I can attend a session, sit at a plenary table with my team and another, attend a reception, even walk the halls and find someone to connect with — someone who has something interesting to share — and swap contact info. It is great to be back in person for those important connections with peers across the country."
Achieving the Dream (ATD) is a partner and champion of more than 300 community colleges across the country. Drawing on our expert coaches, groundbreaking programs, and national peer network, we provide institutions with integrated, tailored support for every aspect of their work—from foundational capacities such as leadership, data, and equity to intentional strategies for supporting students holistically, building K–12 partnerships, and more. We call this Whole College Transformation. Our vision is for every college to be a catalyst for equitable, antiracist, and economically vibrant communities. We know that with the right partner and the right approach, colleges can drive access, completion rates, and employment outcomes—so that all students can access life-changing learning that propels them into community-changing careers. Follow us on Twitter, Facebook, and LinkedIn.

Past DREAM Sponsors Include:

- ACUE
- Ad Astra
- Amazon Web Services
- Anthology (Hobsons/Starfish)
- BibliU
- Cengage
- Civitas
- Coursedog
- Diverse: Issues in Higher Education
- EAB
- EdQuity
- Ellucian
- ELumen
- EnGen
- ETS
- Franklin Covey
- Handshake
- Heliocampus
- Innovative Educators
- Jack Kent Cooke Foundation
- Lightcast (formerly EMSI)
- Lumen Learning
- National Student Clearinghouse
- Nearpod
- Ocelot Bot
- Phi Theta Kappa
- QuadC
- SignalVine
- Steillic
- TargetX (Liasion International)
- Tutor.com
- UMGC
- WGU
- ZogoTech