The leaders of tomorrow are in high school today.

NAF Next Sponsorship & Exhibitor Packages

The leaders of tomorrow are in high school today.
Continued inequity in education leads to significant disparities in long-term outcomes for students of color in high-need communities. People of color are less likely to graduate from high school and complete college. Only 2% and 3% of executive leadership positions are held by Hispanic and Black employees. These economic gaps (and other systemic barriers) lead to a range of disparities in other important outcomes: access to insurance and quality healthcare, stable housing, and education, perpetuating inequity through generations.

Sources: National Center for Education Statistics (NCES) – 2018 high school drop-out rate data based on American Community Survey; Mercer, Let’s Get Real about Equity Report 2020.
NAF is uniquely positioned to improve outcomes for students of color and students from under-resourced communities.

Graduating from NAF
- 99% of NAF seniors graduate, a rate that has remained consistent for the last four years.

Leads to career success
- NAF students who graduate can earn more with their degree and by developing in-demand skills.

Diversifying industries and strengthening communities
- NAF provides a long-term solution for talent acquisition and a diverse future.

Close the gap: NAF students at risk of not graduating are 11% more likely to graduate than non-NAF students.
- 62% of Black and Latinx NAF students will attend college, compared to 32% of non-NAF students.

80% of jobs are filled through personal and professional connections. Outcome-driven Work-based learning builds relationships.

Higher representation of young women in STEM academies than in the STEM workforce.
- 18% of Black and Latinx NAF students will attend college, compared to 32% of non-NAF students.

76% of employees think their company should be doing more to increase diversity.

NAF meets employers’ interest by working closely to create engagement opportunities tailored to their DEI goals.

In Miami-Dade, over 1,500 NAF students interned with a small business throughout COVID-19.

NCES (2020). The Condition of Education 2020, 2020
The Harris Poll (2020). Diversity & Inclusion Workplace Survey, 2020
Our Approach

- **Career pathways (below), open-enrollment academies** in public schools
- **Industry-Verified, open access curriculum**
- **3,800+ professionals on local advisory boards**
- **Work-based learning** (mock interviews, internships, etc.)

- Finance
- Health Sciences
- Engineering
- Hospitality & Tourism
- Information Technology
Our National Presence

35 STATES
plus DC, Puerto Rico, and the US Virgin Islands
highest concentration of academies
Florida 169
California 61
New York 49
North Carolina 49
Texas 52

156 DISTRICTS
highest concentration of academies
Miami-Dade 70
Dallas 49
Orange County 34
Washington, DC 27
Detroit, MI 25

120,563 Students

618 Academies in 392 schools

80% of students are young people of color
45% Hispanic/Latino
26% Black/African American
19% White
5% Asian
4% Other/Multi-racial
<1% Pacific Islander

99% seniors graduated

87% post-secondary bound

3,818 Advisory Board members

67% of students are under-resourced based on eligibility for free & reduced lunch

80%

99%

87%

67%

35

156

120,563

618
NAF Next is our signature professional development conference that brings together ~1,000 education, business, and community leaders.

At NAF Next, our staff and network share ideas on how to increase opportunities, grow partnerships, and improve learning experiences and outcomes for students and their communities.

In 2023, our conference will take place on July 12-14 at the Marriott Desert Ridge in Phoenix, AZ.
• Promote your brand to an audience of educators, community leaders, and engaged business professionals that influences over 120,000 students

• Enjoy visibility throughout the venue, conference app, and associated marketing materials

• Showcase your latest innovations, new products, or services

• Share latest and future workforce trends and skills required in the workplace
NAF Next | Innovation Studio

Introduced in 2022, NAF’s Innovation Studio enables attendees to interact with free or low-cost products and providers, receive guidance at an always-open NAF staff support center, and attend relevant sessions.

Over **724** attendees joined **37 sessions** demonstrating products, providing tech tutorials, and speaking on topics of interest to our network of educators, administrators, and employers.
Based on collective feedback collected from attendees and exhibitors, The Innovation Studio was a tremendous success.

An Opportunity for Deeper Engagement

After each session, attendees could rate specific impact metrics on a five-point scale. Isolating the feedback to the Innovation Studio sessions, NAF found encouraging results:

- High overall quality across all sessions (4.57 / 5)
- Relevant content, based on the NAF model (4.58 / 5)
- Clear strategies on how to implement improvements in academies (4.58 / 5)

Darren Carollo, Educator, Dallas ISD

“...workshops within NAF’s Innovation Studio are exceptional and unparalleled to any conference I’ve ever attended in 25 years of teaching Science, Engineering and Finance at the secondary level... the real time and turnkey techniques learned during these were practical, useful and higher level that could be applied immediately in a classroom setting.”

Al Mavani, President, 9.95 Uniforms

“...the conference gave us a great opportunity to connect with educators to potentially partner with in the future! I really love the idea of the Lead Capture App which was so convenient and easy to use which is very crucial to the success of the exhibitors.”
Sponsorship Levels

**Platinum Sponsorship ($75,000)**

- All Gold level benefits
- Most prominent recognition as Platinum Sponsor:
  - 30 second commercial, played before three Main Stage Programs (3) events and Innovation Studio Screens
  - Featured speaking role during learning session
  - Opportunity to host giveaway during conference
  - Featured as Presenting sponsor of plenary breakfast or networking opportunity
  - 8 NAF Next registrations/Celebration Dinner tickets
  - Digital recognition on NAF’s conference website and social media
  - Two Booths (10x10) at the Innovation Studio

**Gold Sponsorship ($50,000)**

- All Silver level benefits
- One Booth (10x10) at the Innovation Studio
- More prominent recognition as Gold Sponsor:
  - Event-related newsletters
  - 10 second commercial, played before three Main Stage Programs (3)
  - Prominent on-screen recognition at Main Stage Programs (4), Celebration Dinner & throughout NAF Next venue (5 second)
- 6 NAF Next registrations/Celebration Dinner tickets
Sponsorship Levels

**Silver Sponsorship ($25,000)**
- All Bronze level benefits
- One booth (10x10) at the Innovation Studio
- Recognition as Silver Sponsor of a Networking Session
- 4 NAF Next registrations/Celebration Dinner tickets

**Bronze Sponsorship ($15,000)**
- Table (6 ft) at the Innovation Studio
- Recognition as Bronze sponsor on:
  - Conference website and App
  - Social Media
  - Signage near registration booth
  - Main Stage Program Screen (3 second - example on right)
- Opportunity to provide promotional materials in welcome bag
- Ability to advertise*, publicize, or otherwise celebrate sponsorship
- 2 NAF Next registrations/Celebration Dinner tickets

*Additional sponsorships available upon request with prior NAF approval
**EXCLUSIVE SPONSORSHIP OPPORTUNITIES**

**OPPORTUNITY**

- Dinner Celebration and Awards
- Plenary Breakfast (One of three opportunities)
- General and/or Distinguished Reception
- Headsets for Innovation Studio
- Swag Item
- Signage (Digital)
- Coffee Break (One of two opportunities) or Ice Cream Social
- Networking Lounge in Innovation Studio
- Leadership Lunch
**What’s the Innovation Studio Exhibit Hall?**
The Innovation Studio is designed as a hands-on interactive space showcasing emerging technologies and best-in-class implementations relevant to our network. Attendees will interact with exhibitors from multiple industries and attend learning sessions, where they will participate in collaborative discussions and hands-on activities that can immediately be applied in the classroom, school, or community.

**Innovation Studio Details:**
Saguaro Ballroom, **JW Marriott Phoenix Desert Ridge Resort & Spa**
July 12-14, 2023 (Exhibitor set-up is on July 11; on July 12-13, all tables/booths must be staffed from 10AM – 4PM).

<table>
<thead>
<tr>
<th>Package 1</th>
<th>Package 2</th>
<th>Package 3</th>
<th>Package 4</th>
<th>Package Add-ons</th>
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<tbody>
<tr>
<td>$750</td>
<td>$1500</td>
<td>$2000</td>
<td>$2200</td>
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<tr>
<td>One 6’ table**</td>
<td>Two 6’ tables**</td>
<td>Two 6’ tables**</td>
<td>10x10’ trade show booth (includes 6’ table in booth*)</td>
<td>LeadCapture app ($250)*</td>
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<tr>
<td></td>
<td>Two conference registrations**</td>
<td>Four conference registrations***</td>
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<td>Additional table** ($250)</td>
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<td>Access to full conference, including meals and NAF Celebration Dinner ($425)</td>
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<td>Prime locations - near corner or entrances while available ($300 and up)</td>
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* LeadCapture helps convert leads to customers or partners up to 85% faster
** Each table includes 2 chairs, skirting, and a power source
*** Each registration includes access to plenaries, conference meals, and the NAF Celebration Dinner

$100 OFF any exhibitor package if registered by 12/31/22
For more information or customized sponsorship opportunities: development@naf.org