



NAF Next Sponsorship & Exhibitor Packages

*The leaders of tomorrow
are in high school today.*



Jump ahead to our different sponsorship & exhibit opportunities:

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- [Innovation Studio](#)
- [Looking for registration links or have questions?](#)



Our Impact

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.



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.

Leads to career success

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

80%

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

18%

Higher representation of young women in STEM academies than in the STEM workforce.

Diversifying industries and strengthening communities

NAF provides a long-term solution for **talent acquisition** and a **diverse future**.

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.

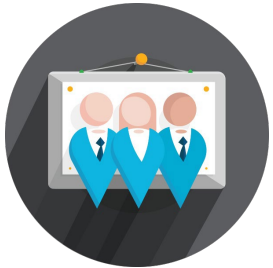
Our Approach



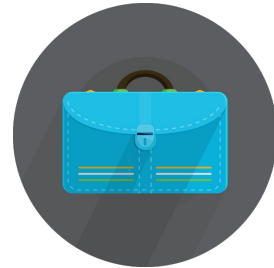
Career pathways (below),
open-enrollment
[academies](#) in public schools



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



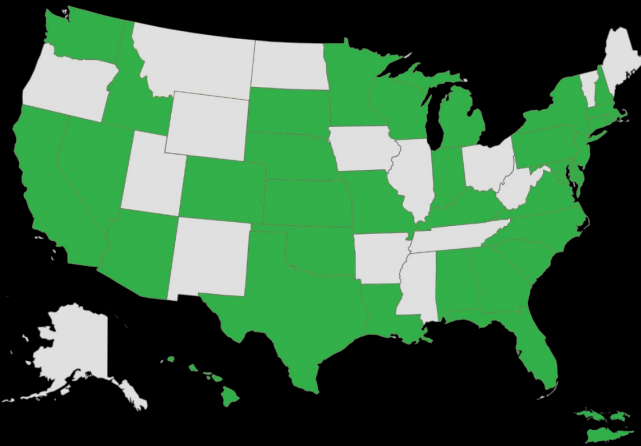
120,563

Students



618

Academies
in 392 schools



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

70 Miami-Dade
49 Dallas
34 Orange County
27 Washington, DC
25 Detroit, MI

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*

NAF Next | Overview

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.**



NAF Next | Sponsorship Reel

Our annual premier conference, NAF Next, brings together education, business, and workforce development leaders across 35 states, plus DC, Puerto Rico, and the US Virgin Islands, to learn about the latest tools and strategies to personalize the learning environment and ensure our nation's workforce is filled with highly skilled and diverse talent.



NAF Next | The Value in 2023



- 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

Previous Sponsors



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 academes (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*



A LA CARTE 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

Innovation Studio | Exhibit Levels

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).

Package 1 \$750	Package 2 \$1500	Package 3 \$2000	Package 4 \$2200	Package Add-ons
One 6' table**	Two 6' tables** Two conference registrations**	Two 6' tables** Four conference registrations***	10x10' trade show booth (includes 6' table in booth*) Two conference registrations***	LeadCapture app (\$250)* Additional table** (\$250) Access to full conference, including meals and NAF Celebration Dinner (\$425) Prime locations - near corner or entrances while available (\$300 and up)

\$100 OFF
any exhibitor
package if
registered by
1/31/23

* 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



For more information or customized
sponsorship opportunities:
development@naf.org

Ready to register?
Visit our registration page:
<https://cvent.me/DDR17A>