

# ncfi FAMILIES LEARNING CONFERENCE

November 2-5, 2025 — Charlotte, NC

## Sponsorship Opportunities

NCFL's 2025 Families Learning Conference will gather a national audience of family learning stakeholders on **November 2-5** in **Charlotte, North Carolina!** Please join us at the Sheraton & Le Méridien Charlotte Hotel Complex for three days of inspirational and engaging professional development and networking opportunities. Individuals and organizations from across the country focused on supporting children and families through multigenerational learning will convene and offer an array of perspectives.





## 2025 Families Learning Conference:

Sparkling innovation and sharing ideas  
in the field of multigenerational learning

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The National Center for Families Learning's annual conference is a premiere event focused on innovative learning strategies, practices, and policies to support families in reaching their learning and career goals.

As a conference sponsor or exhibitor, you will join and reach a captive national audience of approximately 800 educators, school administrators, government leaders, literacy practitioners, researchers, and family-facing professionals from over 40 states and Washington, DC. From event sponsorship to exhibitor booths, we've got you covered. Whatever your budget, NCFL has an opportunity that matches your needs.

### Benefits for all Sponsors

In addition to the offerings listed below, each Sponsorship level includes:

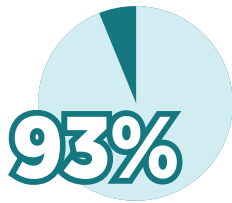
- One or more complimentary conference registration(s) valued at \$699 each. Number of registrations based upon sponsorship level.
- Recognition from Conference main stage.
- Inclusion of your promotional collateral in our attendee tote bags.
- Recognition in pre- and post-conference communications to NCFL audiences including email communications, conference website, online event promotion, and social media.
- Recognition in digital and print programs and logo on conference signage on site.
- Recognition in our event mobile app.

Can't find a sponsorship option below that is the right fit? That's okay! Contact NCFL's Senior Director of Development, **Andy LaFrate**, [alafrate@familieslearning.org](mailto:alafrate@familieslearning.org), to discuss other potential sponsorship opportunities.

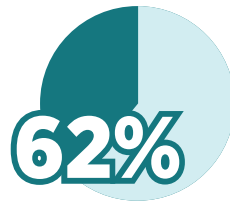
	<b>Visionary Sponsor</b> (\$50,000)	<b>Sustainer Sponsor</b> (\$35,000)	<b>Cultivator Sponsor</b> (\$20,000)	<b>Conference Tech Sponsor</b> (\$10,000)	<b>Content Strand Sponsor</b> (\$7,500)	<b>Conference Scholarship Sponsor</b> (\$6,950)	<b>Featured Session Sponsor</b> (\$5,000)	<b>Exhibitor</b> (\$775)
<b>Headlining sponsor</b>	✓							
<b>Opening general session speaking opportunity</b>	✓							
<b>Welcome reception sponsor</b>	✓	✓						
<b>Mainstage speaking opportunity</b>		✓						
<b>Video presence during breaks on main stage</b>	Yes, 2 minute video played at general sessions	Yes, 1 minute video played at general sessions	Yes, 30-second video played at general sessions					
<b>Complimentary conference registrations</b>	8	6	4	2	2	1	1	1
<b>Breakout session slots</b>	✓ (2 featured)	✓ (1 concurrent)	✓ (1 concurrent)		✓ (1 concurrent)		✓ (1 featured)	
<b>Email marketing</b>	Large logo	Medium logo	Medium logo	Small logo	Small logo	Small logo	Small logo	Small logo
<b>Advertisements</b>	Large on-site signage, full-page print program, digital app	Medium on-site signage, half-page print program, digital app	Medium on-site signage, half-page print program, digital app	Small on-site signage, half-page print program, digital app	Small on-site signage, logo placed beside multiple sessions under sponsor strand in printed program, quarter-page print program, digital app	Small on-site signage, quarter-page print program, digital app	Small on-site signage, quarter-page print program, quarter-page print program, digital app	
<b>Logo display on conference website and app</b>	✓	✓	✓	✓ Large logo on app	✓	✓	✓	✓
<b>Post-event survey question to ask attendees</b>	3	2	1	1				
<b>Exhibitor table</b>	✓	✓	✓	✓	✓	✓		✓

# Get to Know Your Future Audience

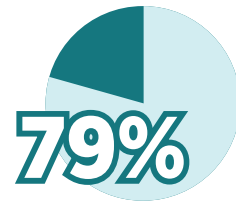
NCFL's last Families Learning Conference (2024)



**Attendees were  
satisfied with  
the conference**



**New  
Attendees**

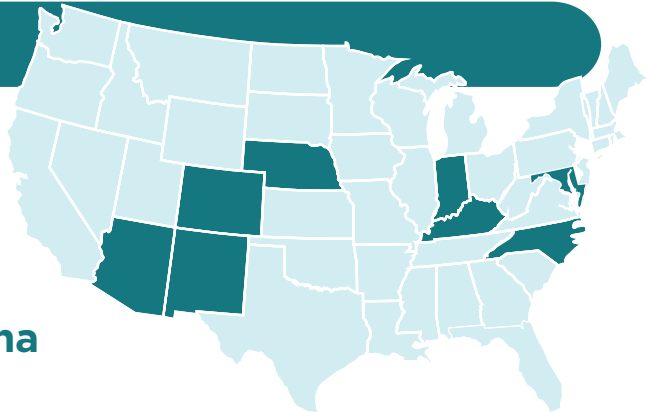


**in the Education  
or Nonprofit  
Sectors**

## Top States Represented

**Arizona  
Colorado  
Indiana  
Kentucky**

**Maryland  
Nebraska  
New Mexico  
North Carolina**



**Community-based  
Organizations  
Represented**



**States plus  
Washington, D.C.  
and Canada**



**School  
Districts  
Represented**





## Families Learning Conference Visionary Sponsor: \$50,000

As the 2025 Families Learning Conference Visionary Sponsor, you will headline the entire event, providing **widespread visibility** through **prominent brand placement** and presentation opportunities. A member of your team will be invited to **join the conference mainstage** during NCFL's opening session (10 minutes). We'll work with your team to determine presentation timing and content for all appearances.

## Families Learning Conference Sustainer Sponsor: \$35,000

This opportunity is a perfect way to highlight your company's commitment to the education field. The Sustainer sponsorship will provide strong visibility for your company as a **Welcome Reception** sponsor, with a **mainstage speaking opportunity** and your videos played on the mainstage during general sessions. You will also receive **abundant advertising** in other ways through signage, email, logo placement, and more.

## Families Learning Conference Cultivator Sponsor: \$20,000

Through this sponsorship opportunity, your brand will maintain a strong presence throughout all three days of the conference while **keeping attendees energized to learn!** Your sponsorship will provide a **continental breakfast** for attendees one morning of the conference. During this time, conference-goers will be able to watch a **one-minute video** about your company along with other signage options and resources that will be visible in break areas.

## Conference Technology Sponsor: \$10,000

With NFCL's conference app, attendees can access all the exciting conference details at their fingertips, 24 hours a day. Users will recognize your company—as the **app's exclusive sponsor**—through your logo's display on the loading (splash) screen, push notifications, and sponsor page. This is a great way to ensure **brand visibility** and help NCFL cut down on its paper use, **reducing the event's carbon footprint.**

## Content Strand Sponsor: \$7,500

With abundant concurrent sessions offered at the 2025 Families Learning Conference, categorizing them into content strands helps attendees choose the sessions most relevant to their work. Show your leadership in the field by sponsoring **one of our five content strands:** Family Literacy, Family Engagement, Family Leadership, Research and Evaluation, Policy and Impact. Your content strand sponsorship also **supports registration costs** for conference session presenters who may not otherwise be able to attend and share their expertise with a national audience.

## Conference Scholarship Sponsor: \$6,990 (10 scholarships at \$699 each)

The education field can be challenging but is incredibly rewarding and critical to the prosperity of our nation's families. Oftentimes, it's difficult for staff supporting children and families to find the time and financial resources to spend on learning opportunities to further their practice. With this sponsorship, you can support your education partners with the ability to attend the powerful Families Learning Conference by sponsoring **10 registration scholarships for attendees**. NCFL's team will handle the disbursement logistics for the deserving practitioners. We pack NCFL's three-day conference with **opportunities for attendees to deepen, renew, and refresh their commitment to their profession** through exposure to hundreds of compelling and relevant speakers, access to nationally renowned funders, and networking events that convene passionate professionals in the field.

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## Featured Session: \$5,000/each

Provide attendees access to powerful, expert-led educational content by sponsoring a Featured Session. Your sponsorship covers the costs for **meeting space, wireless Internet, a screen, podium, LCD projector, and microphone for one session**—as well as branded on-site signage and program recognition. Additionally, a designated representative from your organization may **provide introductory remarks** for the session. Sponsors may select a session that aligns with their company's area of interest.

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## Exhibitors: \$775/table

Your company will enjoy **prime placement in the main conference breezeway**, where attendee foot traffic is heaviest. You will have a six-foot table with the ability to bring branded table covers and signage and **share promotional giveaways and company information** with attendees throughout the conference. Exhibit tables will have a tablecloth, two chairs, access to Wi-Fi and electrical outlets. Exhibitor table purchase includes meals for one booth personnel. Additional company representatives at the booth, but not attending conference, may purchase a "Booth Personnel: meals" badge for \$225 or request a complimentary "Booth Personnel: no meals" badge before Conference. A/V equipment, such as monitors, will be rented directly from the contracted A/V company.

**Join us at NCFL's 2025 Families Learning Conference and support the education field while enhancing your company's visibility!**

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For more information or to secure a sponsorship, please contact **Andy LaFrate**, Senior Director, Development at **[alafrate@familieslearning.org](mailto:alafrate@familieslearning.org)** or **502-856-7521**.