

Sponsorship Opportunities

<https://iel.org/wps/>

Washington Policy Seminar

Washington, D.C. - Crystal City

DoubleTree by Hilton

March 17 - 19, 2025



About WPS

We invite you to support IEL's 61st Washington Policy Seminar (WPS)[™] by becoming a sponsor. WPS provides an insider's view on federal education policy and national education trends through plenaries, workshops, Hill Day, and networking opportunities designed to develop skills on how to advance education policy.

Sessions will be led by speakers from national organizations, advocacy groups, scholars, and policy experts for a premier three-day Washington, DC learning experience.

Top 3 Reasons to Sponsor and Advertise at WPS:

- **Affiliate your brand with the 61-year track record of the Education Policy Fellowship Program[™] with an alumni network of over 11,000 individuals**
- **Showcase your offerings to 350 K-12 and higher education professionals, nonprofit leaders, local and state government agencies, and business and philanthropic communities**
- **Build connections with education policy professionals to generate leads**

Profile of Participants

- School Teachers, Staff, & Principals
- Community-Based Organization Leaders, such as Afterschool Providers
- District Staff & Superintendents
- Non-Profit Leaders
- Higher Education Administrators
- University Professors & Department Chairs
- Local, State, & Federal Education Staff
- State Education Committees Staff
- Local & State Elected Officials
- Philanthropic Leaders



To learn more about EPFP and WPS, please visit <https://iel.org/wps/>

Sponsorship Opportunities

Interested sponsor organizations may select a general sponsorship with benefits or select a specific sponsorship opportunity to receive additional benefits.

	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Supporter \$2,500
Pre-event					
Sponsor logo in pre-event email marketing emails	X	X	X	X	
Sponsor logo in event webpage	X	X	X	X	X
Social media promotion Pre-event	3	3	2	1	
Inclusion of sponsor links in pre-event email	X	X	X		
Custom pre-event email message from sponsor to attendees	X	X	X		
Visibility During Conference					
Free conference registration	4	2	1		
Sponsor acknowledgement on slide and verbal thanks during event welcome	X	X	X	X	X
Program book ad	Full page	Full page	Half page	Quarter page	Quarter page
Social media promotion during event	X	X	X		
Post event					
Sponsor link on post-event thank you email	X	X	X		

General Sponsor: any of the amounts above with those benefits

Role Play Sponsor: \$25,000 (exclusive)

Receive Platinum benefits plus:

- one additional social media post
- inclusion of 2-3 company links in pre-event email to attendees
- logo on Role Play materials and in program book
- spotlight sponsor 30-second video, day of the session
- chair drop or bag insert

Networking Event sponsor:

- 2 Breakfast opportunities (\$10,000 each)
- Lunch (\$12,500)
- Welcome Reception (\$15,000)

Receive Gold benefits plus:

- one additional social media post
- inclusion of 1-2 company links in pre-event email to attendees
- spotlight logo displayed during the event
- chair drop or bag insert

Plenary sponsor: 5 opportunities at \$10,000 each (one for each plenary)

Receive Silver benefits plus:

- inclusion of 1-2 company links in pre-event email to attendees
- linked logo on post-event email
- logo during event welcome
- spotlight logo in program book

Advertising Opportunities

	Full page prime ad (front inside cover, back inside cover)	Full page	Half page
Cost	\$3,500	\$2,500	\$1,500
Specs	8.5x11" 1/8 bleeds, full color	8.5x11" 1/8 bleeds, full color	8.5x11" 1/8 bleeds, full color

Submit as PDF, AI, PSD, EPS, TIF, JPG 300+ DPI. All fonts and objects are embedded.

Prime locations available on a first come, first served basis.

Contact Donnie Hale at haled@iel.org to discuss your package today!