



THE 7<sup>th</sup> Annual

# CAST UDL Symposium

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**The Future Designed**

**Marketing & Engagement  
Opportunities**

July 28–30, 2021

# About the Annual Symposium

The CAST UDL Symposium is a much-anticipated annual event attended by educational experts from across the country and around the world. Unlike other UDL events, CAST's Symposium targets leaders who have a deep understanding of Universal Design for Learning and are interested in exploring the next level of growth and implementation. Each year we bring acclaimed keynote speakers, engaging presenters, and a dedicated audience, all focused on ensuring that all means all across all educational settings.

With your help this year, we aim to make our conferences wider-reaching and more equitable by offering scholarships to presenters and participants who would otherwise be unable to attend. In 2021 the Symposium will be held completely virtually, which will allow participants to attend without the added economic burden of travel expenses.

## About scholarships

CAST deeply believes that a diversity of thought and voices makes our work stronger. With your help, we aim to make our conference wider-reaching than ever before. Our goal is to support a large range of educators from urban and rural settings, educators of color, and those who represent or support other traditionally marginalized populations. Your donations will not only show off your products and services, but will demonstrate your dedication to equity in the field of education.

## Who attends the Symposium?

- Regional/State Administrators
- Educators
- School & District Administrators
- Higher Education Administrators
- Professors
- Industry Consultants

## About CAST

CAST is a non-profit organization with a singular ambition: to break the barriers to learning that millions of people experience every day. We do this by helping educators and organizations apply insights from the learning sciences and leading-edge practices to educational design and implementation.

## What to expect

You should expect to see approximately 600 deeply engaged participants who, instead of jumping in and out of sessions, dedicate a full three days to absorbing as much new information as they can. They will explore our website, search for new ideas and solutions, and look for resources to bring back to their own innovative teaching environments.

Donations will allow your company's name to be prominently featured at the bottom of each page on our Symposium site. You will have the opportunity to virtually exhibit your organization on its own page, get your organization's name seen by sponsoring fun activities such as games or a movie night, and even present a breakout session on your product or services.

## Who should participate

If your organization is passionate about supporting the future of education, equity, and learning, then this conference is for you.

- Educational Technology Solutions
- Learning Management Systems
- Assistive Technology Providers
- Learning Resource Developers
- Classroom Tools Providers
- Publishers
- Curriculum Developers
- Online Graduate Programs
- Professional Learning Providers
- Learning Environment Architects
- Corporate-Community Partnerships
- Schools looking for educators

# Sponsorship Opportunities

## Choose Your Engagement Level

	One Scholarship (\$500)	Three Scholarships (\$1,500)	Five or More Scholarships (\$2,500+) <small>*Additional customization options available</small>
Company logo on the Symposium site	<b>X</b>	<b>X</b>	<b>X</b>
Inclusion of social media links on the company webpage	<b>X</b>	<b>X</b>	<b>X</b>
Complimentary registrations to the event	<b>1</b>	<b>2</b>	<b>3</b>
Custom built company webpage with product/service information, videos, text descriptions, etc. Your imagination is the limit!		<b>X</b>	<b>X</b>
One recorded sponsor breakout session.		<b>X</b>	<b>X</b>
A live introduction to an activity of your choice – game night, movie night, trivia competition, karaoke, etc.			<b>X</b>
One year Learning Designed subscription			<b>X</b>

## Additional Customization Options

- Collaboration with CAST on the Learning Designed website
- Continued marketing beyond the event via the Professional Learning newsletter
- Inclusion of company logo on early marketing for the 2022 CAST UDL Symposium

The benefit of a fully virtual conference is the ability to build and create custom sponsorship opportunities based on your desired outcomes. We'll work with you to ensure your goals are met by the end of the conference.

## Have creative ideas?

We'll customize a sponsorship solution that meets your goals, works within your budget, and exceeds your expectations. Contact us today to discuss your creative ideas.

### Speaker and Partner Programming

Take advantage of unique opportunities to present to conference attendees through special introduction and announcement promotions.

### Virtual Social Events

Create a memorable experience for attendees by sponsoring the “lighter side” of the event. Help showcase your support by sponsoring mixers that give attendees an opportunity to socialize and build the UDL network. The virtual setting of the conference makes social engagements more important than ever!

### Advertising

Get the word out. Highlight your innovation. You can extend your message throughout the event by advertising on the event website and targeted media posts to attendees.

### Past sponsorship activities have also included:

- Accessibility services
- Caption support
- Transcription support
- Web conference application support
- Give-away/raffle
- Support and be recognized for registration scholarship fund
- Support and be recognized for district concierge scholarship fund