



# LITERACY & JUSTICE FOR ALL



**The Oakland Literacy Coalition's 4th Annual Symposium**

March 8th, 2025

Oakland Marriott City Center

# 2025 SPONSORSHIP OPPORTUNITIES

# LITERACY & JUSTICE FOR ALL

## THE CONFERENCE:

Launched in 2021, LJ4A is a dynamic, in-person symposium promoting effective practices in literacy education and championing literacy as a vehicle for social justice and transformational life outcomes.



**“This is the best literacy symposium I have ever attended!**

**The selection of speakers, vendors, and keynotes were incredibly moving.**

*-2024 Symposium Attendee*

# LITERACY & JUSTICE FOR ALL

A mid-size conference designed for educators and literacy changemakers to deeply engage with one another and share effective strategies, approaches, and tools that address the literacy needs of all learners.

Learn. Strategize. Elevate. Collaborate.

## THE 2025 SYMPOSIUM WILL FEATURE:

### 30+ SPEAKERS

Elevating evidence-based practices and practical tools from leaders in literacy education and research

### 600 ATTENDEES

Including school & community-based educators, leaders, funders, & literacy champions from across the country

### 15+ SESSIONS

Plus opportunities to go beyond the conference room with pre-conference site visits & community building activities

**“This was the best day of learning  
I have experienced in A LONG TIME!!!**

**Thank you, thank you, thank you!  
I needed this as I step into my third  
decade of this work.”**

*-2024 Symposium Attendee*



## **2024 SYMPOSIUM STATISTICS:**

**435**

Total participants,  
including:

34% teachers/educators  
27% nonprofit practitioners  
16% school & district leaders

**34**

School districts  
represented from  
across the United  
States

**83%**

Of participants were  
attending for the  
first time

**96%**

Of participants  
would recommend  
the Symposium to  
colleagues

A woman in a grey suit is presenting to a large audience in a conference room. She is standing at a podium on the left, gesturing with her right hand. The audience is seated in rows of chairs, facing her. The room has a modern, professional look with grey walls and recessed lighting. An orange banner is overlaid on the top right of the image, containing the text 'WHY BECOME A SPONSOR?'.

# WHY BECOME A SPONSOR?

## **Sponsorship includes many opportunities to connect with educators and decision-makers and elevate your brand.**

- Direct access to an in-person audience of 600 educators and decision-makers and exposure to an online audience of thousands of leaders in education, media, social services, and government.
- Gain visibility for your company as a leader in the industry and champion for literacy.
- Demonstrate your investment in positive community impact and values important to employees & customers.

Our commitment is to ensure that the Symposium provides an **accessible** source of **high-quality** professional development for educators and literacy practitioners.

**Your sponsorship helps keep the registration costs affordable while promoting your leadership in the movement to advance literacy.**



# SPONSORSHIP BENEFITS

**With only a limited number of sponsorships available, your company will benefit from deeper engagement and heightened visibility.**

- Complementary tickets and exhibitor booths put you on-site with many avenues to network, pitch, and strengthen relationships.
- Marketing opportunities before, during, and after the conference through the conference app, social media, website, and communications.
- **Ask us about special opportunities to sponsor and be recognized in pre-conference sessions on Friday, March 7.**

**Exhibitor booth that places you directly in the center of the action!**

- The exhibitor hall is strategically placed in a **high-traffic area** so attendees have ample opportunities to learn about your products and services.
- The **limited number** of booths ensures that your company will stand out!

# LEVERAGE THE CONFERENCE MOBILE APP TO MAXIMIZE VISIBILITY & ENGAGEMENT

## APP FEATURES:

- A custom profile for you to populate with pictures and videos to highlight your company's products, services, and support for the conference.
- Contact information for all attendees who opt-in.
- Network directly with attendees through the app, arrange meet-ups, and leverage message boards.
- Rotating banner displays your logo to all app users. Higher sponsor levels include increased visibility.

### 2024 STATS:

**85%** of attendees  
downloaded the app

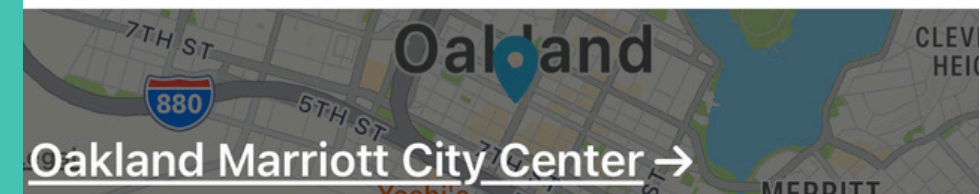
**115,817** sponsor  
impressions

**373** leads generated  
through  
exhibitor profiles

Whova



Literacy & Justice for All 2025  
Oakland, CA  
Mar 7 – 8, 2025



#### Additional Resources

Leaderboard

Photos

Session Q&A

Speakers

Floormap

Logistics

Sponsors

WhovaGuide

Silver

95Percent Group

# SPONSORSHIP OPPORTUNITIES

	HEADLINE	PREMIER	GOLD	SILVER	BRONZE
	\$25,000+ 0 AVAILABLE	\$10,000 4 AVAILABLE	\$6,000 6 AVAILABLE	\$3,000 8 AVAILABLE	\$1,500 0 AVAILABLE
Complimentary Registrations	5	4	3	2	—
Feature in Event Marketing Communications & Platforms	Principal placement	Premium placement	Preferred placement	✓	✓
Verbal Recognition During Event	✓	✓	✓	—	—
Mobile App & Digital On-Site Branding	Principal placement	Premium placement	Preferred placement	✓	✓
Exclusive Branded Area/Station (e.g., branded conference room)	✓	✓	✓	—	—
Exhibitor Booth (with passes for 2 staff)	✓	✓	✓	✓	✓





# ABOUT THE OLC

Since the launch of the Oakland Literacy Coalition (OLC) in 2008, we have set out to create a permanent hub for the city's literacy providers to learn, collaborate, and champion a shared goal for all Oakland students to learn and love to read. We build strong, thriving networks and design high-quality resources and training to fuel learning and mobilize change.

**Our work toward literacy justice is critical.** 1-in-3 children who started school during the pandemic need extensive literacy support. At the state level, California has the lowest literacy rate in the country, with only 77% of adults considered mid to highly literate. In our hometown of Oakland, only 1-in-3 students are reading on or above their grade-level.

## **2023-2024 IMPACT HIGHLIGHTS:**

- Engaged **200+** partner schools and organizations
- Supported **40+** school libraries with books and volunteers
- Distributed **100,000+** culturally affirming new books to Oakland children and youth
- Launched the **Oakland Reads** website for families and caregivers to help their children learn to read
- Hosted our first **Literacy Institute** for practitioners to dive deeper into the science of reading research and evidence-based practices

# LITERACY & JUSTICE FOR ALL

## LET'S TALK

### EMAIL

[symposium@oaklandliteracycoalition.org](mailto:symposium@oaklandliteracycoalition.org)

### PHONE NUMBER

(510) 280-3547

### WEBSITE

[www.LiteracyandJusticeforAll.org](http://www.LiteracyandJusticeforAll.org)



The Literacy and Justice for All Symposium seeks sponsors who share a commitment to elevating the importance of literacy as a driver of social justice and promoting effective practices that center equity and meet the needs of all learners.

Exhibiting companies must be related to the field of education, and featured services and products must align with evidence-based literacy, teaching, and/or learning.

*Our team will review sponsor and exhibitor requests to ensure mission alignment and the curation of evidence-based resources.*