

# ABOUT IEL and the MINDS THAT MOVE US

The Institute for Educational Leadership (IEL), in partnership with the Coalition for Adult Basic Education (COABE) and the National Association of State Directors of Adult Education (NASDAE), invests in community leaders to drive innovation in adult and career education. 250 personally invited innovators — start-up companies, business leaders, policy-makers and educators — who are transforming the field of career and adult education are converging at the Minds that Move Us festival. We'll offer a day of hearty conversation and networking, plus a unique "Election Day" where 10 teams from around the country will pitch judges and the audience on innovative designs in career pathways.

IEL and its partners pride themselves on an ability to create customized sponsorship packages to accommodate the needs of its sponsors. Through a mixture of access exposure, hospitality, social media and experiential activation each sponsor receives benefits that ensure sponsorship and marketing goals are met.

	BENEFITS	Presenting Sponsor(s) \$50,000	Premiere Sponsor \$25,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Friend \$2,500
	Branding as "Presented by" on all materials	●				
	Exclusive Sponsor of Reception or Lunch	●				
	Opportunity to introduce speaker or other meaningful engagement in program	●	●			
	Participant in President's Dinner on Tuesday or Wednesday night (Jeffersonian style conversation)	●	●	●		
	Video of company/organization featured during program	●	●	●		
	Logo included in program	●	●	●	●	
	Table recognition at Awards Reception @ Thursday lunch	●	●	●	●	
	Distribution of promo materials to attendees	●	●	●	●	
	Exhibition table	●	●	●	●	●
	Highlighted sponsor listing on mobile app	●	●	●	●	●
	Dedicated Facebook/Twitter mention	●	●	●	●	●
	Complimentary registrations	10	5	3	2	1

The Minds that Move Us initiative is a challenge to communities to design innovative education and training models that create social equity and economic mobility, driven by the market demands of business and industry as well as the needs of youth and adult learners.



**ADULT CAREER PATHWAYS  
FESTIVAL**  
AUGUST 6-8, 2019  
MIAMI HILTON DOWNTOWN



**IEL** Institute for Educational Leadership  
Innovation. Equity. Leadership.

 **MINDS THAT MOVE US**  
CHALLENGING COMMUNITIES TO INNOVATE IN EDUCATION

**COABE**  
COALITION ON ADULT BASIC EDUCATION

educate & **elevate**  
ADULT EDUCATION  
An Investment in America's Future



National Association of State Directors of Adult Education