

# Sponsorship Guide

2026

## Making Schools Work Conference

Nashville, TN | July 14-17

**SREB** | School  
Improvement

# About SREB

The Southern Regional Education Board works with states to improve public education at every level, from early childhood through doctoral education and the workforce.

- We help policymakers make informed decisions by providing independent, accurate data and recommendations.
- We help educators strengthen student learning with professional development, coaching, proven practices and curricula.
- And we help educators share scarce resources to accomplish more together than they could alone.

SREB is a nonpartisan, nonprofit interstate compact headquartered in Atlanta. Our work is funded by appropriations from our states, as well as by contracts and grants from foundations and from local, state and federal agencies.

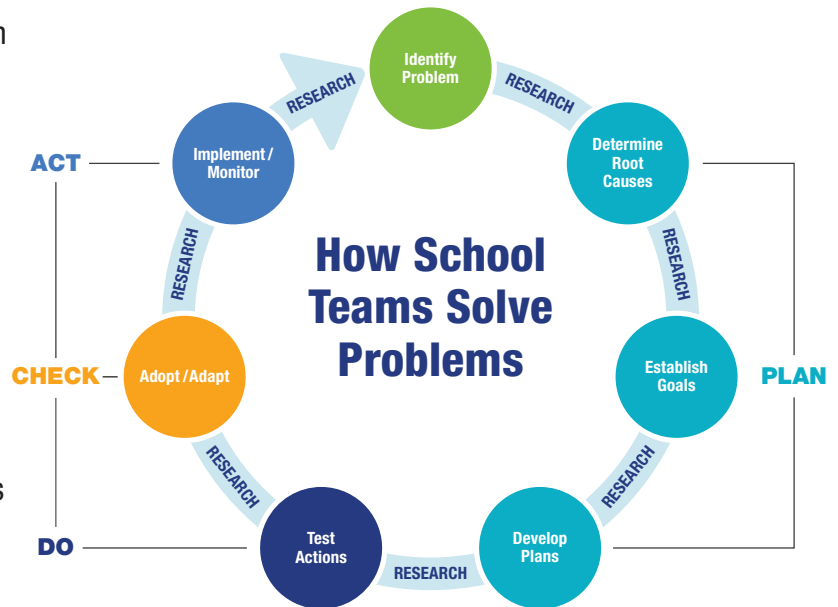
The nation's first regional interstate compact for education, SREB was created in 1948 by Southern governors and legislators who recognized the link between education and economic vitality.

## Making Schools Work

SREB's Making Schools Work school improvement process employs a distributed leadership approach to involve the whole school in identifying problems of practice that impact student engagement and achievement and developing plans to solve them.

With designs for elementary grades, middle grades, high schools and technology centers, Making Schools Work empowers school teams to create improvement plans that address five focus areas:

- motivating students through engaging instruction
- aligning curricula with state readiness standards
- ensuring that students can explore careers and complete career pathways that align with their interests and aptitudes
- providing student supports that promote readiness
- creating and supporting cultures of continuous improvement



## What Makes It Work — Our Problem-Solving Process

In schools that adopt Making Schools Work, focus teams of teachers, counselors and school leaders examine school and classroom practices and student outcomes related to the five focus areas.

Our facilitated problem-solving process draws on engineering design principles to support focus teams as they determine actions to take to foster supportive learning environments, integrate academic and technical content, improve student achievement and empower youth to explore and achieve their career goals.

## About Sponsoring at the Conference

The Southern Regional Education Board invites you to connect with thousands of K-12 general education teachers, career and technical education teachers, and school, district and state leaders in Nashville, Tennessee, July 14-17 at SREB's annual Making Schools Work Conference.

For over 30 years, SREB has sponsored the nation's premier professional learning event for 4,000+ teachers, counselors, principals, technology center directors, and state and district education agency personnel.

## Sponsorship Overview

We invite you to review the sponsorship opportunities outlined in this guide to find the best fit for your company's goals and visibility needs. Each sponsorship package and individual option includes specific details about benefits, recognition, and investment levels. Please take the time to read through each offering carefully to understand the value and exposure your organization will receive as a conference sponsor.



As our conference continues to grow and evolve, so do our partnership opportunities. This year, we're introducing a refreshed sponsorship structure that offers greater focus, flexibility and visibility for our partners. Changes include:

- **Varied Vendor Opportunities:** To create a more engaging and interactive experience, we have moved away from our traditional exhibit hall format. Instead, sponsors will connect with attendees through integrated opportunities woven throughout the conference experience.
- **Conference-Specific Packages:** We are now offering packages, a group of which are tailored specifically for the Making Schools Work Conference, ensuring your investment aligns directly with the audiences and programming most relevant to your mission.
- **Individual Sponsorship Items:** A range of à la carte sponsorships — including branded materials along with attendee engagement and networking opportunities — allows you to customize your participation based on your organization's goals.
- **Learning Community Packages:** These packages are designed to support our new offering, Learning Communities. This group of offerings allows for targeted visibility and engagement with participants in a designated, high-impact setting.

## Partner With Us

With a wide range of sponsorship opportunities, promotional items and special events, the Making Schools Work Conference offers great value for every marketing budget. Sponsorships are an ideal way to increase your company's visibility with educators and decision-makers at the nation's premier professional learning event for school improvement.



## Conference Sponsorships

### Packages for Making Schools Work Conference

Premium Sponsorships Benefit(s)	Titanium \$18,000	Platinum \$14,500	Gold \$11,000	Silver \$7,500	Bronze \$5,500
Number of Opportunities	One	One	One	One	Four
Complimentary full access conference registrations	Four (4)	Four (4)	Two (2)	Two (2)	Two (2)
Concurrent session presentation slots (after purchase, SREB will send you a form for completion of submission and will notify you of the content approval)	Two (2)	Two (2)	One (1)	One (1)	One (1)
Tabletop sponsor (Tuesday - Thursday)	✓	✓	✓	✓	✓
Mobile banner ad	✓	✓	✓	✓	✓
Introduce keynote speaker	✓	✓			
Company name and/or logo recognition on official SREB promotions to include emails, website, social media and onsite signage (if purchased by May 13)	✓	✓	✓	✓	✓
Company name recognition in the printed conference program (if purchased by May 13)	✓	✓	✓	✓	✓
Company may bring promotional brochures for placement in SREB's literature racks located in the registration lobby for all conference attendees to take. (We will provide a representative to set this up.)	✓	✓	✓	✓	✓
Sponsorship purchase covers	* First keynote sponsor	* Second keynote sponsor	* Conference Bags	* Prop Wall Sponsor	* Pacesetter Awards
					* Ideation Station * Monitor Wrap Breakout Sessions A * Monitor Wrap Breakout Sessions B

\* This item is a part of a package and cannot be purchased independently.

# Conference Sponsorships (continued)

Sponsorship	Package Details
* <b>First keynote session</b>	Sponsor our opening general session and your company's representative will introduce our keynote speaker. Your company's name and logo will be featured in the conference program, on screens during the general session, on print signage throughout the conference, on the conference website and in the app.
* <b>Second keynote session</b>	Sponsor our closing general session and your company's representative will help introduce our keynote speaker. Your company's name and logo will be featured in the conference program, on screens at the closing general session, on electronic and print signage throughout the conference, on the conference website and in the app.
* <b>Ideation station</b>	<p>Put your business in front of thousands of conference attendees. The Ideation Station is a dynamic and engaging zone designed to inspire creativity, connection and community impact. This interactive area features three distinct experiences, offering sponsors exceptional visibility and engagement opportunities throughout the event:</p> <ul style="list-style-type: none"> <li>● <b>Pay It Forward:</b> An engaging place for attendees to create items such as flashcards and fidget spinners to donate to a local city school, fostering collaboration and giving back to the community.</li> <li>● <b>Meet the Author:</b> Take your session experience further by meeting our spotlighted authors to purchase a copy of their book and have it personally signed.</li> <li>● <b>Learning Lounge:</b> A cozy presentation zone featuring casual seating and a TV display, where informal sessions and discussions will be scheduled throughout the day, alongside concurrent breakout sessions.</li> </ul>
* <b>Conference bags</b>	As a conference bag sponsor, your company's logo will be prominently featured on the side of the stadium bag (clear bag) along with the conference logo, providing highly visible brand exposure to each attendee as they receive their bag from the registration lobby. Your company logo will also be featured in the printed program.
* <b>Pacesetter award winners</b>	Grab the attention of our attendees by headlining our award winners' reception, networking with these top attendees and presenting information to them. Your company name and logo will be featured during the celebration and a representative from your company will have an opportunity to share information about your products as well as have the company logo featured in the program and on conference signage.
* <b>Prop wall</b>	Co-branded with SREB's logo, your brand will be featured on a high-visibility, engaging installation where attendees mark their presence, take pictures and share their conference experience. The prop wall is a must-visit destination and will be prominently displayed in one of the lobbies. Note: the logo file will need to be submitted as a PNG and EPS and submitted in both black and white versions.
* <b>Monitor Wrap Breakout Sessions A</b>	Be a part of the brand that helps guests get where they need to go. This package includes a custom-branded physical wrap of our monitors which will frame the event schedule. This ensures your brand is anchored at the conference, alongside SREB, providing constant visibility that transcends digital rotation. These monitors are planned to be located in the Delta lobby (registration) and the Davidson lobby (the main area closest to registration). Two monitors total.
* <b>Monitor Wrap Breakout Sessions B</b>	Be a part of the brand that helps guests get where they need to go. This package includes a custom-branded physical wrap of our monitors which will frame the event schedule. This ensures your brand is anchored at the conference, alongside SREB, providing constant visibility that transcends digital rotation. These monitors are planned to be located in the Volunteer lobby (where concurrent sessions and the selfie-station will be) and the Ryman lobby (where coffee, lunch breaks and concurrent sessions will be). Two monitors total.

\* This item is a part of a package and cannot be purchased independently.

# Individual Sponsorships

Sponsorship	Details	Price
<b>Conference internet</b>	Your company's name and logo will be featured on screens throughout the conference, on electronic and print signage, inclusive of the program, throughout the conference for the duration of the event, on the conference website and in the app.	\$13,000
<b>After-hour networking receptions</b>	There are opportunities for companies to host a reception for attendees, after conference hours, allowing for networking and social activities. Though SREB will manage attendance registration, advertising and reminders, <b>these events will not be hosted by SREB</b> . Event details must be submitted for approval.	<i>Prices TBD, depending on details and location.</i>
<b>Project-based learning playground sponsor</b>	Enjoy a presence in our project-based learning center where activities, discussions and demonstrations focus on hands-on learning. Your company will deliver two sessions. Company name and logo will be featured in the conference program, on electronic and print signage throughout the conference, on the conference website and in the app. Fun, hands-on sessions in our PBL Playground will spotlight how this interdisciplinary approach to instruction excites and engages students and frees teachers to be facilitators of learning. Teachers will be able to bring projects back to their students. Please expect an email from conference leadership. Two full conference registrations come with this purchase.	\$2,000
<b>Workshop sponsor</b>	This is an opportunity to build out space for hands-on demonstrations and workshops. Examples include but are not limited to makerspace, STEM and STEAM experiments, relaxation rooms, laptop stations for software exploration or team-building activities to take back to the classroom. Included in the sponsorship price are signage, tables and chairs.* * Electricity depends upon finalized needs.	\$8,000 - \$12,000 <i>The final price to be determined based on finalized needs</i>
<b>Charging station lounge</b>	Sponsor a lounge for attendees to relax and take a break from walking the convention hall floors. Details of the lounge include a carpeted space with: One charging countertop with four powerstrips and eight outlets, a branded cling to encompass the countertop and two branded panels — one on each side, six countertop chairs, two side chairs, one coffee table, one sofa. The company that purchases the charging lounge will work closely with SREB's event manager on design and dimensions. Please expect an email from conference leadership.	\$10,000
<b>Standing charging station</b>	Four opportunities are available – two per floor. Help our attendees keep things running smoothly by allowing them to charge their phones and tablets on the same floor as their breakout session. This branding opportunity allows for small flags on each side of the station to showcase your company information along with branded front panels. Companies that purchase charging stations will work closely with SREB's event manager on design and dimensions. Please expect an email from conference leadership.	\$1,100
<b>Conference break</b>	Sponsor our conference <b>morning</b> break. Conference signage with company name at the main break location – two options available.	\$10,000

# NEW to the Making Schools Work Conference — Learning Communities

At the 2026 conference, you will be able to sponsor one of three learning communities — each offering additional topic-focused sessions and valuable networking opportunities.

## Coaching That Works

A community designated for state, district and school administrators; instructional coaches and teacher leaders. Members will focus on strengthening classroom instruction through SREB’s Powerful Coaching Practices.

## Leadership That Works

A community comprised of current state, district and school administrators dedicated to building stronger school communities. Members will use SREB’s Powerful Leadership Practices to drive continuous improvement.

## Technology Centers That Work

A community consisting of a collaborative group of state, district and school administrators and teachers who lead technology centers. Members will share a commitment to improving student outcomes.

Each Learning Community is a \$200 add-on to the general conference registration fee, and it includes all of the following in addition to everything included with the conference registration:

- 3 pre-conference sessions tailored to your community-specific focus area
- Coffee and lunch on Tuesday (general conference registration includes coffee and lunch on the other days)
- 2 featured events with networking opportunities
- 1 deep dive general session with personalized coaching and action planning
- SREB coaching team to provide support and guidance throughout the conference

## Packages for Learning Communities

Premium Sponsorships Benefit(s)	Diamond \$11,000	Sapphire \$6,500
Complimentary full access conference registrations	Two (2)	Two (2)
Company to receive time to speak at one Learning Community <b>networking event</b>	✓	
Tabletop Sponsor (Two days of LC)	✓	✓
Company to introduce featured speaker at one Learning Community session	✓	
Company name and/or logo recognition on official SREB promotions to include emails, website, social media and onsite signage (if purchased by May 13)	✓	✓
Company name and logo recognition in the printed conference program (if purchased by May 13)	✓	✓
Company to sponsor <b>ONE</b> of the following Learning Community events: featured speaker, networking event or off-site tour	✓	✓
Company may bring promotional brochures for placement in SREB’s literature racks located in the registration lobby for all conference attendees to take. (We will provide a representative who will set this up.)	✓	✓

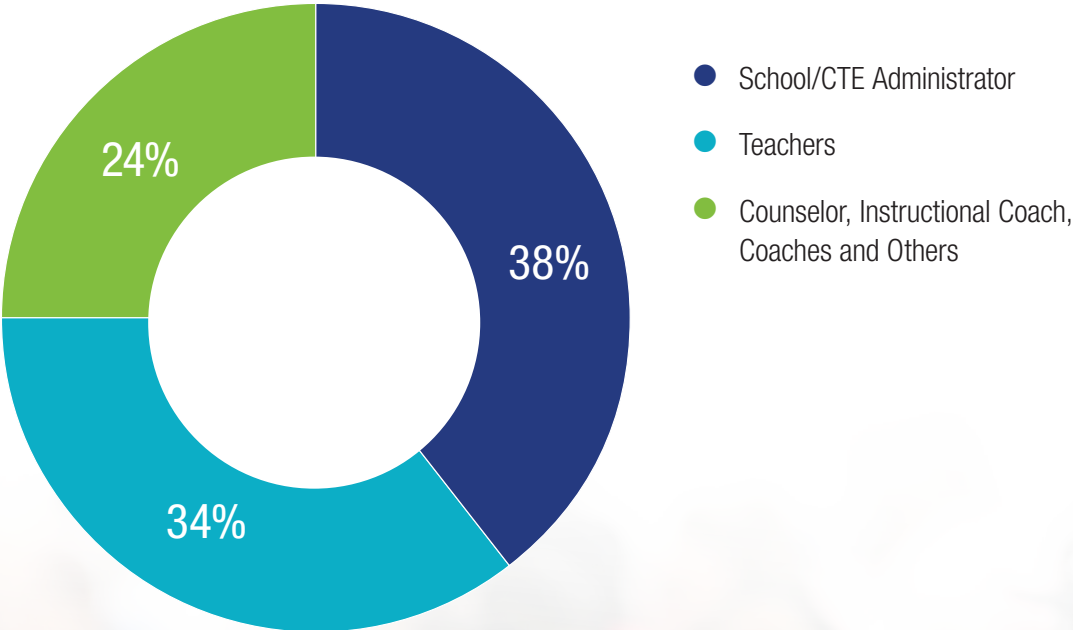
\* The number of diamond and sapphire opportunities vary per learning community.

# Who Attends SREB's Making Schools Work Conference?

Each July, thousands of K-12 teachers, counselors, principals, technology center directors and education agency staff attend SREB's Making Schools Work Conference to participate in unparalleled professional learning experiences, hands-on workshops and networking opportunities.

Attendees choose our conferences because they know they'll take home powerful tools and strategies they can use right away to transform teaching and learning in their classrooms. Join us in Nashville and collaborate with these highly engaged education professionals.

## Who attends?





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For more information on sponsoring,  
contact [summerconference@sreb.org](mailto:summerconference@sreb.org).

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Scan QR code  
to register

