



2024

ENGAGEMENT OPPORTUNITIES

Application Deadline: March 30, 2024

Concurrent Session Deadline: February 20, 2024

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About CLDE

The 2024 **Civic Learning and Democratic Engagement (CLDE)** is a partnership of NASPA and AASCU and is the only annual conference that brings together faculty, student affairs administrators, students, senior campus leaders, and community partners to advance institutions' commitment to advancing democracy. This unique event convenes a diverse range of stakeholders to ensure that students who graduate from colleges and universities, both public and private, are prepared to be the informed, engaged citizens our communities and democracies need.

This year's event will take place from **June 5-7, 2024** in **Detroit, Michigan**.

Participants will have the opportunity to network and develop their civic-minded thinking and practices through engaging plenary sessions, informative general interest sessions, interactive workshops, and roundtable discussions.

Use the hashtag **#CLDE24** to connect with other attendees at the conference and see what everyone is talking about!

Why Become a CLDE Partner?

- ◆ Share information about your organization with civic learning and democratic engagement professionals
- ◆ Demonstrate your organization's support for advancing civic engagement and strengthening American democracy
- ◆ Position your organization as a thought leader in the field
- ◆ Engage with attendees as they reflect on lessons learned and identify opportunities and imperatives to help define the path forward
- ◆ Present on ideas and dialogue with attendees about issues that affect education and their partners in the civic learning and democratic engagement space
- ◆ Increase brand awareness and recognition

Thought Leadership Opportunities

Concurrent Session Partner (50 min) **\$4,750**

- Opportunity to curate a 50-minute educational session
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Two (2) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, mobile app, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Plenary Partner **\$6,000**

- Opportunity to support a program plenary
- Ability to provide brief (2-3 minutes) remarks during the plenary session
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Three (3) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, mobile app, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Opening Plenary Partner **\$10,000**

The opening plenary will explore the theme of the "Intersection of Civic Education & Music" and will feature Simon Tam, the founder and bassist of The Slants, the world's first and only all-Asian American dance rock band.

- Ability to provide brief (2-3 minutes) remarks during the plenary session
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Three (3) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, mobile app, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table



Networking Opportunities

Welcome to Detroit Opening Session **\$12,000**

- Opportunity to host Opening Reception
- Opportunity to deliver brief (2-3 minutes) remarks to welcome participants
- Ability to showcase pull-up banner in reception space
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Three (3) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Hosted Break Partner **\$3,000** (for one) **\$4,500** (for two)

- Opportunity to host breaks during conference program
- Ability to showcase pull-up banner during the breaks
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Ability to set up a high-top table with materials and collateral outside venue
- Two (2) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Luncheon Partner **\$7,000** (for one) **\$10,000** (for two)

- Opportunity to support lunch during conference
- Ability to showcase pull-up banner during the lunch
- Ability to set up a high-top table with materials and collateral outside lunch venue
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Three (3) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Site Visit: The Motown Experience **\$5,000**

Learn about the birth of Motown by exploring the original Studio A of Hitsville U.S.A. On this tour, we'll take a bus to the [Motown Museum](#), located in midtown Detroit, and enjoy a guided tour through one of the epicenters of musical creativity in America in the 1960s. We'll see instruments, costumes, memorabilia, photos, and gold records from the Supremes, the Temptations, and the Jackson 5, among other artists. Motown helped to usher in significant cultural and social change as a prominent African American-owned label that achieved crossover success thanks to the unique combination of a soul music style with a mainstream pop appeal.

- Opportunity to deliver brief (2-3 minutes) remarks to welcome participants
- Transportation to the venue for participants
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Two (2) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Site Visit: Detroit's Underground Railroad **\$5,000**

While the Fugitive Slave Act of 1850 was enforced, formerly enslaved peoples could be captured in the northern United States. Finding a pathway to Canada was critical and Detroit's strong system of Underground Railroad routes aided formerly enslaved peoples. We will take a bus tour, guided by Jamon Jordan of [Black Scroll Network](#), and explore 10-12 meaningful sites of the secret network of financial, spiritual, and material aid provided to formerly enslaved peoples. Learn Detroit's code name on the Underground Railroad and learn how over 50,000 people found freedom through their Underground Railroad.

- Opportunity to deliver brief (2-3 minutes) remarks to welcome participants
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Two (2) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Visibility and Awareness Opportunities

Wellness Partner **\$5,000 each** (3 Available) **\$12,000** for Exclusivity

- Ability to serve as a wellness partner for the conference
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Two (2) (or Three (3) for Exclusive Partner) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table
- Ability to curate a wellness activity during the conference

Mobile App Partner **\$7,500**

- Ability to serve as mobile app partner for conference
- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Three (3) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Custom banner ad displayed in mobile app
- Presence in the exhibit hall, located near the registration area, use of 6' table

Name Badge Holder Partner **\$7,500**

- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- Three (3) complimentary registrations, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Exhibiting Partner **\$2,500** **\$2,000** Non-Profit Rate

- Advance registration list provided approximately 2 weeks in advance of the event with name, title, affiliation of participants (we kindly ask partners refrain from contacting participants prior to the event)
- One (1) complimentary registration, including access to all programmatic and networking events
- Recognition on conference website, in electronic signage, and recognition during a prominent point in the program
- Presence in the exhibit hall, located near the registration area, use of 6' table

Have an engagement opportunity not listed that you would like to discuss further? Let us know!

Exhibiting Policies

Please visit bit.ly/CLDE2024 for more detailed exhibitor information.

Exhibitor Hours

Exhibit Hours will be posted on the event web site in the months leading to the event.

Property Responsibility/Insurance

You are responsible for ensuring the safety of your personnel and your exhibit materials from theft, damage, accident, fire, and other such causes. Exhibitors who desire to carry insurance must do so at their own expense. All property of the exhibitors is understood to remain in their care, custody, and control in transit to and from the confines of the exhibit area, as well as while it is on the floor. Security and storage space will not be provided. NASPA and AASCU and their agents are not responsible for losses incurred, theft, or damage to materials.

Attendee List

An advance listing of meeting attendees, which is provided to all attendees approximately two weeks prior to the event to enhance their educational experience and promote communication and networking at the meeting, is available to exhibitors/sponsors. The sponsor agrees to use such listing following the Sponsor Attendee List Policy, which will be provided after this form has been submitted.

Cancellation Policy

The partnership agreement deadline is March 30, 2024. No refunds will be made after March 30, 2024.