

Teacher Self-Care Conference-2018

Atlanta, Georgia

OPTIONS 2018

**A CONFERENCE LIKE NO
OTHER**

**WHY TEACHER SELF-
CARE?**

**POWERED BY THE
EDUCATOR'S ROOM**

SPONSOR OPTIONS

A Conference Like No Other

In 2017, teachers are stressed out and leaving their classrooms in record numbers. One of the top reasons cited for them leaving is the lack of self-care they practice for themselves. So why not create a learning experience that educates, supports, and reaffirms teachers love for education? Enter, The Teacher Self-Care Conference.

Over 200 individual are expected to be in attendance at the 2018 Teacher Self-Care Conference in Atlanta, Georgia. Our tribe of teachers is filled with over 65,000 purpose driven teachers who understand they are the experts in education. Our community thrives on connecting with valuable brands that understand what they need in the classroom.



The Teacher Self-Care CONFERENCE



What Sets Us Apart?

Two supercharged, content packed, education based days for teachers to reconnect for their purpose in education and learn strategies to practice self-care. From Keynote Speakers, hands-on demonstrations, electrifying workshops to TED Talks teachers will leave rejuvenated and ready to claim their purpose through teaching.



Our Formula

Our formula for success is simple. We listen to teachers. We care about what motivates them to be the best they can be. In return, our community responds to our brands that we recommend.

Listening + Caring = Community Response

THE EDUCATOR'S ROOM

POWERED BY...



ABOUT

The Educator's Room was founded 5 years ago by veteran teacher, Franchesca Warren, who believed in order to improve public education, teachers must be empowered as the experts in education. Within five years, the site has produced over 3,000 pieces of original content and has been featured numerous times on sites such as The Washington Post, The Huffington Post, and various local stations.

With over 6 million page views to date, The Educator's Room is dedicated to proving that teachers are the experts in education.

FACTS ABOUT TEACHER SELF-CARE CONFERENCE

Our conference is unique because we focus on seeking diverse workshops that address the actual needs of teachers. We offer:

- **HANDS-ON WORKSHOPS**
- **TED TALKS**
- **DEMONSTRATIONS**
- **LECTURES/PRESENTATIONS**
- **PANEL DISCUSSIONS**
- **TEACHER LOUNGE/ROUNDTABLE DISCUSSIONS**



WHO DO WE ATTRACT?

High achieving teachers who are committed to excelling in the area of maintaining their self-care while leaving an empowered legacy in the classroom as a result of their learning. Our tribe of teachers takes action and are loyal contributors to our brands and the brands we endorse.

80%

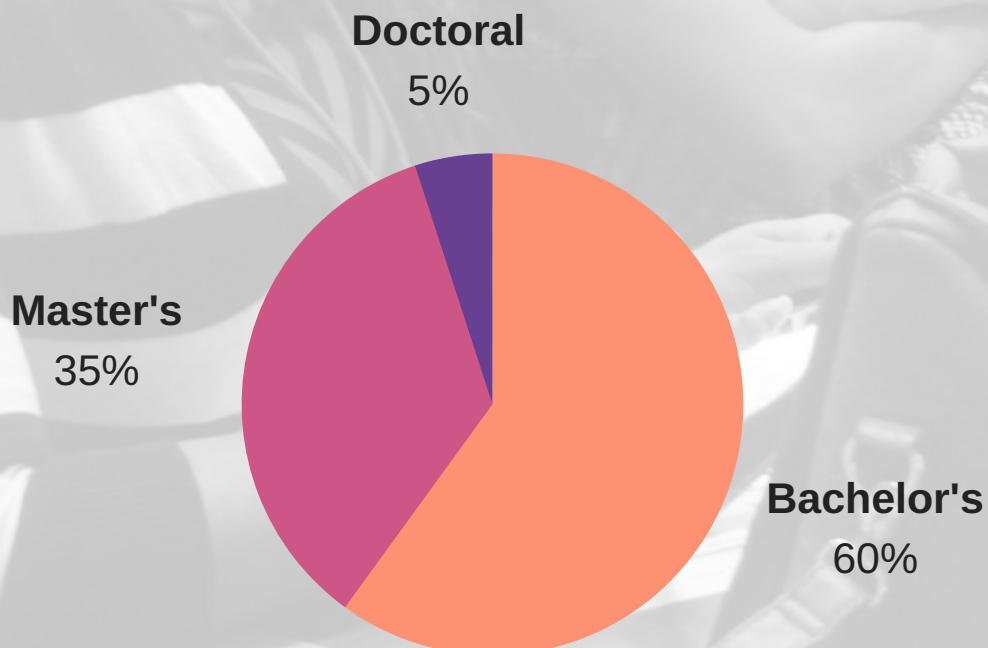
FEMALE

20%

MALE

OUR AUDIENCE

Education Level



SOCIAL STATS

Social Media matters. Learn how we connect with our teachers on social media.



10,000 followers



70,000 followers



2,500 followers



25,000 followers

INFLUENCER LOVE



Tragic GA
@TragicGA

Excited to be at [@EducatorsRoom](#) Whole Teacher Conference this morning! [#TWTC](#)

3/25/17, 8:31 AM from [Atlanta Technical College](#)



Tiffany @MzTeachUSomethn · 3/25/17

Advice to other teachers: Know why you teach and remind yourself EVERYDAY.

[#Motivation](#) [#inspired](#) [#worldchangers](#)
[#tsc2017](#) [#whatidoforlove](#)



Melodee Barnes
@teachingmelodee

[@HankDenson](#) is hilarious and helping to make my Saturday one of the funniest in a long time! [#tsc2017](#)

3/25/17, 8:57 AM

Zackory Kirk @zackoryk

[@EducatorsRoom](#) told me to be hands on and interactive! I said... I got you, boo! I got you! [#tcs2017](#)



SPONSORSHIP PACKAGES



PRESENTING SPONSOR

As a Presenting Sponsor at The Teachers Self-Care Conference, you will receive the highest level of sponsorship recognition along with the opportunity to speak at the event. Customized benefits are available in addition to the benefits listed in the matrix below. Quantity: 1

DETAILS

- Teacher of the Year Recognition
- VIP Suite- Deck out your own space!
- Vendor Booth for two days!
- 6 Pre-event social media plugs
- 5 Email blasts Inclusions
- 1 Solo Email Blast
- 10 minute Solo Presentation
- Host a Panel Discussion on Day 1 or Day 2
- Speaker Presentation Slide Inclusion (logo on all speaker slides for all breakout sessions)
- 2 Press Release Inclusions
- Logo/Link on event registration website
- Logo/name placed on Step and Repeat backdrop banner
- Promotional Products in all totes for attendees
- 2 Solo announcements per day from Main Stage during events



KEYNOTE LUNCHEON SPONSOR



As a Panel Luncheon Sponsor, you will have the unique opportunity of having your brand up front and prominent during our luncheon and our guests. Quantity: 2

DETAILS

- Introduce Keynote for either day 1 or day 2
- 2 tickets for day 1 and day 2
- Signage in lunch serving area
- Pre-event plugs via social media platforms
- Up to 2-minute promo video during sponsored lunch
- Table/ booth in registration area
- Logo/link placement on event registration web page and program
- Promotional products in bags
- Logo on Step and Repeat Backdrop Banner





PANEL HOST

As a Panel Host Sponsor, you will have the unique opportunity of leading a dynamic, educator focused panel on topics pertaining to maintaining teacher self-care.

Quantity: 2

DETAILS

- 2 VIP tickets
- 2-minute presentation before panel (video or in person) on chosen day
- Solo signage via mega screen during panel discussion
- 1 Announcement from the main stage
- Logo/ link placement on event registration page and program
- Up to 2-minute promo video during sponsored lunch
- Social media pre and during the event
- Promotional products in attendee bags



SOCIAL MEDIA PARTNER

As a Social Media Partner, you will have the unique opportunity to have your brand amplified for the thousands of followers of The Teacher Self-Care Conference. Qty:2

DETAILS

- 1 FB Live 10-minute sponsored video w/link to products or website.
 - 1 Periscope 10-minute sponsored Live Broadcast with link to product or website
 - 1 post in FB Community of 70K active/engaged members
 - 1 virtual interview with Zoom
 - 5 Instagram story videos in the same day
 - 2 solo emails with 300-word ad to targeted list of 11K
 - Website banner included in 2 emails
 - 12 tweets via Twitter over 1-week time frame
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