

NATIONAL CONFERENCE



# SUMMER CHANGES EVERYTHING™

WASHINGTON, DC / OCT 24-26, 2022

A photograph of three young children of diverse backgrounds (two white, one Black) smiling and leaning over a large, colorful ball (yellow, blue, green, and grey). They appear to be playing together outdoors. The background is a bright, slightly blurred outdoor setting with green foliage.

The place for leaders creating  
opportunities for young people.

Register at [www.summerlearning.org](http://www.summerlearning.org)



## Mastering new skills, finding new friends, exploring new places, reading in the sun. Summer is a time for learning and growing.

Today's youth have extraordinary opportunities to learn and thrive in summer learning programs. From exploring nature's wonders at a local park, to forging lifelong friendships at sleep-away camps, change-making experiences happen in the summer.

### What will we do to make summer learning possible?

Join the National Summer Learning Association (NSLA) and leaders from across the country at the 2022 national conference: Summer Changes Everything, October 24-26 in Washington, DC.



US Secretary of Education, Dr. Miguel Cardona, speaking with Margaret Brennan, host of Face the Nation on CBS News, at the 2021 Summer Changes Everything Conference.

### Summer learning leaders and champions will convene to:

- Maximize the historic federal investment in summer learning
- Consider the impact of summer learning on youth outcomes, including health, academics, and behavior
- Connect with each other to leverage ideas and strategies
- Share best practices and innovations
- Be inspired by the potential to change everything!

### More than 800 cross-sector leaders focused on summer will be at the Summer Changes Everything Conference, including:

- Summer learning program directors and board members
- School district administrators
- Leaders from mayor's offices, city councils and county boards
- Parks and recreation administrators
- Housing advocates
- Librarians
- Health advocates for physical and mental well-being
- Researchers and evaluators
- Summer youth employment leaders
- And anyone who wants youth to thrive in the summer!

**NSLA is a national, non-profit organization focused on the powerful impact of one achievable goal: Investing in summer learning to help close the achievement and opportunity gap.**

### We are unwavering in our commitment to:

- Promote Equity
- Create Opportunity
- Build Community



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## 2022 Conference Schedule

### Monday, October 24

9:00 am - 12:00 pm  
Professional Learning Communities

Learn more:  
[www.summerlearning.org/plc/](http://www.summerlearning.org/plc/)

12:00 pm - 2:00 pm  
General Session  
Lunch & Speaker

2:00 pm - 3:15 pm  
Learning Sessions

4:00 pm - 5:00 pm  
Funders Networking Reception  
*(invitation only)*

5:00 pm - 6:00 pm  
State of Education & Summer Learning  
Town Hall

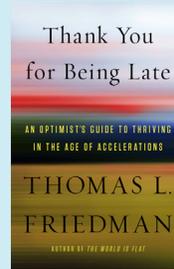
6:00 pm - 8:00 pm  
Welcome Reception at Innovation Hall  
with our 2022 Exhibitors



### Tuesday, October 25

7:30 am - 8:45 am  
NY Life Awards Breakfast

9:00 am - 10:15 am  
General Session  
Featuring: Thomas Friedman  
Bestselling author, *The World is Flat*, and  
New York Times foreign affairs columnist



10:30 am - 11:45 am  
Learning Sessions

12:00 pm - 2:00 pm  
General Session  
Lunch & Speaker

2:00 pm - 3:15 pm  
Learning Sessions

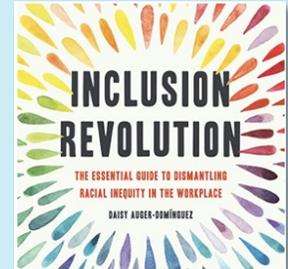
4:00 pm - 7:00 pm | Planet Word  
Exploration and Reception  
PLANET WORD  
The museum where language comes to life.  
Planet Word is an immersive language  
experience and voice-activated museum  
(the world's first!), and our interactive  
galleries and exhibits bring words and  
language to life in all sorts of fun ways.  
Exclusive to Summer Changes Everything  
participants!

7:00 pm - 9:00 pm | Planet Word  
CEO Leadership Dinner *(invitation only)*

### Wednesday, October 26

8:00 am - 10:45 am  
Learning Sessions

11:00 am - 12:00 pm  
General Session  
Featuring: Daisy Auger-Domínguez  
Chief People Officer, Vice Media Group  
and author, *Inclusion Revolution*



Conference Adjourns



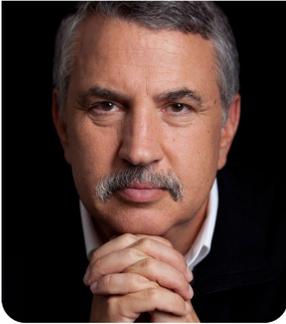


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## Keynote Speakers



### THOMAS L. FRIEDMAN

Three-time Pulitzer Prize winner  
Foreign Affairs Columnist,  
*The New York Times*

Thomas Friedman is the bestselling author of *The World is Flat* and New York Times foreign affairs columnist. He is renowned for his direct reporting and accessible analysis of complex issues shaping the world. According to Foreign Policy magazine,

“Friedman doesn’t just report on events; he helps shape them.” The winner of three Pulitzer Prizes, he has covered monumental stories from around the globe for *The New York Times* since 1981. With clear and compelling language, Friedman discusses the opportunities and challenges that “accelerations,” including technology and connectivity, present. He also explores solutions — on a local and global level — to ensure the future of work, skills, income, and prosperity.

He has written seven books since 1989 that have sold 10 million copies in 40 different languages. They include *From Beirut to Jerusalem*, *The Lexus and the Olive Tree*, *The World is Flat* and, most recently, his latest bestseller, *Thank You for Being Late: An Optimist’s Guide to Thriving in the Age of Accelerations*, in which Friedman offers a blueprint for overcoming the stresses and challenges of a world being transformed by technology, globalization, and climate change.



### DAISY AUGER-DOMÍNGUEZ

Chief People Officer, Vice Media Group  
and author, *Inclusion Revolution*

Daisy Auger-Domínguez kicked off her career at Moody’s Investors Service as a Credit Risk Analyst, Global Manager of Philanthropic Programs and its first head of Diversity, Inclusion and Talent Acquisition. Auger-Domínguez has since designed, led and scaled organizational transformations

at The Walt Disney Company, Google, and Viacom, and founded Auger-Domínguez Ventures, a workplace culture consultancy. A dynamic speaker, author and start up advisor, her professional and civic contributions have earned her recognition, including Hispanic Executive, Top 10 Leaders; 25 Most Powerful Women, People en Español, and the New York City Council Leadership in Community Service Award.

Auger-Domínguez serves on the boards of Planned Parenthood Federation of America, Brooklyn Children’s Museum, Robert Sterling Clark Foundation, and St. Ann’s Warehouse.

## Featured Speakers - more to come!



**Jon Fortt**  
Co-Anchor, Journalist  
CNBC



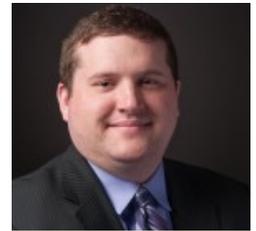
**Christopher Helfrich**  
Chief Executive Officer  
Eat. Learn. Play.



**Reggie Love**  
Senior Advisor  
Apollo Global Management



**Elizabeth McChesney**  
Senior Advisor  
Youth Services in Libraries



**Chris Minnich**  
Chief Executive Officer  
NWEA



**Tom Rosenberg**  
President & Chief Executive  
Officer  
American Camp Association



**Fatima Shama**  
Head of Diversity and  
Inclusion for the Americas  
Bloomberg LP



**Jennifer Sirangelo**  
President & Chief Executive  
Officer  
National 4-H Council



**Dr. Rachel Thornton**  
Vice President and  
Enterprise Chief Health  
Equity Officer  
Nemours Children’s Health



**Marlyn Torres**  
Corporate Vice President  
New York Life Foundation



## Why People Love Summer Changes Everything Conference

"Your philosophy on collaboration between schools and other organizations is exactly in line with my way of thinking as to how to improve our schools and... educational systems."

-Amy Langworthy  
Elementary Principal, Warrensburg, NY



"Wow. Double-wow. Thanks for your leadership, for elevating NSLA, and for zeroing in on summer as an equity issue. Very inspiring."

-Alec Lee  
Former CEO, Aim High



"Inspiring, informative and fun."

-Arthur Pearson  
President & CEO, Thompson Island  
Outward Bound  
Interim Executive Director, Outward  
Bound USA



"It was so nice to be able to connect with colleagues in person again and learn from so many amazing speakers."

-Emily Samose  
Principal, ECS Consulting

"You have elevated the conversation to critical and necessary heights."

-Fatima Shama  
Head of Diversity and Inclusion for  
the Americas, Bloomberg LP



"Many thanks to the NSLA team for bravely holding a conference and reminding us all of the fierce urgency of now, and what we might accomplish together."

-Lorna Smith  
CEO, Horizons National



"The quality of the speakers were top-notch! And the event planners created so many magical moments including DC cupcakes and a marching band, I mean, come on!"

-Rebecca Fabiano  
FabYouthPhilly



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## Now is the moment to invest in the people and systems that support summer learning. With unprecedented federal investment, everyone is talking about summer!

The Summer Changes Everything™ conference is the only place to reach cross-sector leaders all with the driving vision to increase opportunities for young people in the summer.

This is a top-tier conference with leaders and decision-makers. Don't miss this opportunity to connect with the people who change everything in summer!



### Website/Social Media Impact

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

In 2020, [summerlearning.org](http://summerlearning.org) had 58,153 unique website users, 75 percent new visitors, 25 percent returning visitors, 76,937 sessions (engagements with site content).

# 30,500

NSLA NETWORK + SOCIAL MEDIA FOLLOWERS

# 1.73 M

(2020-2021) WEBSITE IMPRESSIONS

# 600+

SUMMER PROGRAM LEADERS AND DECISION MAKERS FROM ACROSS THE COUNTRY



50 STATES REPRESENTED AND CANADA



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Summer Changes Everything™ is the premier convening of leaders celebrating summer learning from across the United States. We invite sponsors to join us in celebrating summer learning and creating a conference where leaders come to connect, create, and leverage investment for more opportunities for young people.

Sign up today: [www.summerlearning.org](http://www.summerlearning.org)

**All sponsors receive:**

- Recognition throughout the conference in digital & printed signage.
- Premium booth space to exhibit in the Innovation Hall
- Premium advertisement in conference app
- Up to four (4) conference registrations
- Sponsorship recognition in all conference promotions including national press release, e-newsletters, and social media posts
- Dedicated post on social media in recognition of sponsorship support
- Four (4) one-year NSLA Membership Subscriptions
- Company profile and logo on NSLA's website

### Summer Changes Everything™ National Conference Presenting Sponsorship

**\$150,000**

Presenting Sponsors are Key Partners with NSLA in presenting the Summer Changes Everything™ conference.

**In addition to the above, sponsors at this level receive:**

- Recognition from NSLA leadership in all plenary sessions
- "Presented By (Sponsor Name)" will be added to official conference logo EVERYWHERE conference logo is used including digital and printed materials
- Exclusive opportunity for logo inclusion on a Clear Channel Outdoor digital billboard (in the D.C. area)
- Speaking opportunity at two (2) NSLA webinars in the Voices of Summer webinar series
- Six (6) additional conference registrations and NSLA Membership Subscriptions

### Rock Star in Education Luncheon

**\$75,000**

Featured luncheon convenes all attendees to hear from an icon in education. Last year's Learning Rock Star was U.S. Secretary of Education Dr. Miguel Cardona.

**In addition to the above, sponsors at this level receive:**

- Recognition as the Rock Star in Education Luncheon Sponsor in digital and printed signage and in mentions from NSLA leadership
- Speaking opportunity at up to two (2) NSLA webinars in the Voices of Summer webinar series
- Four (4) additional conference registrations and NSLA Membership Subscriptions

### Summer Learning Awards Showcase

**\$60,000** *Sponsored by NY Life*

The Summer Learning Awards Showcase brings colleagues together to honor the best among us in the out-of-school time industry.

**In addition to the above, sponsors at this level receive:**

- Recognition as Summer Learning Awards Showcase Sponsor in digital and printed signage and in mentions from NSLA leadership
- Speaking opportunity at one (1) NSLA webinar in the Voices of Summer webinar series
- Four (4) additional conference registrations and NSLA Membership Subscriptions



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## State of Education & Summer Learning Town Hall

**\$45,000**

The State of Education and Summer Learning Town Hall gathers all conference attendees for an important overview of summer learning in America, giving both a national and local perspective on key findings and opportunities.

In addition to the above, sponsors at this level receive:

- Recognition at designated session from NSLA leadership and in session signage
- Two (2) additional conference registrations and NSLA Membership Subscriptions

## Summer Changes Everything Welcome Reception

**\$45,000**

The Summer Changes Everything™ Welcome Reception convenes all conference attendees. This celebratory kick-off event is a conference favorite. It includes a networking reception, complete with live entertainment, signature cocktails, and tapas.

In addition to the above, sponsors at this level receive:

- Recognition at designated session from NSLA leadership and in session signage
- Two (2) additional conference registrations and NSLA Membership Subscriptions

## Closing Plenary Session & Student Performance

**\$45,000**

Our Closing Plenary Session and Student Performance is an inspirational final gathering and panel discussion to inspire and empower leaders as they prepare for the Summer of 2022, and beyond. This special session includes closing remarks from NSLA leadership as well as an incredible artistic performance from local youth.

In addition to the above, sponsors at this level receive:

- Recognition at designated session from NSLA leadership and in session signage
- Two (2) additional conference registrations and NSLA Membership Subscriptions





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## NSLA Breakfast (only three available)

**\$35,000**

Help kick off the day and welcome all attendees over a freshly prepared hot breakfast and networking session prior to exciting general and concurrent sessions.

**In addition to the above, sponsors at this level receive:**

- Recognition at designated session from NSLA leadership and in session signage
- One (1) additional conference registration and NSLA Membership Subscription



## Funders Networking Reception

**\$35,000**

This invitation-only event gathers education funders and senior leadership just before the Education Town Hall for a special cocktail hour. It brings together foundation, corporate, and government funders making investments in education.

**In addition to the above, sponsors at this level receive:**

- Recognition at designated session from NSLA leadership and in session signage
- One (1) additional conference registration and NSLA Membership Subscription



## CEO Leadership Dinner

**\$35,000**

This invitation-only event for CEOs and Executive Directors is held offsite at a private venue and includes dinner, a special guest speaker presentation and round-trip ground transportation for all attendees.

**In addition to the above, sponsors at this level receive:**

- Recognition at designated session from NSLA leadership and in session signage
- One (1) additional conference registration and NSLA Membership Subscription





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## NSLA Invite-Only Breakfast (only two available)

**\$20,000**

Help kick off the day and welcome all attendees over a freshly prepared hot breakfast and networking prior to exciting general and concurrent sessions.

**In addition to the above, sponsors at this level receive:**

- Recognition at designated session from NSLA leadership and in session signage

## Learning Block Sponsorship (8 available)

**\$15,000**

Sponsor a specialized track over the course of the conference that includes five different break-out sessions specifically created for one of the following groups:

- School and District Leadership Track
- Non-Profit Leadership for Board Chairs & Executive Directors Track
- Youth-Serving Government Agencies Track
- Policy & Corporate Affairs Track
- Fundraising Track
- Professional Learning Communities Track
- Partnerships Track
- Hot Issues of the Day– Staffing, Mental Health, High-Dosage Tutoring

## Hospitality Suites

**\$5,000**

Suites are located on the same floor as conference learning sessions. Sponsors host a suite during five learning session blocks with an informal lounge for participants to relax, connect, and learn about products and services. Sponsors are responsible for food and drink costs.

**In addition to the above, sponsors at this level receive:**

- Recognition at designated session from NSLA leadership and in session signage

## Underwriting Opportunities

**\$2,500–\$15,000**

- A/V
- Coat Check
- Snack Breaks
- Swag Bags
- Main Stage
- Lighting
- Researchers Meeting
- Makerspace Creative Salon
- Live Entertainment
- Student Performances

**Sign-up today!**



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

We invite sponsorships of all levels; if you prefer to have us build a custom package that meets your needs, please contact Christi Rokicki at [crokicki@summerlearning.org](mailto:crokicki@summerlearning.org)



## 2022 Exhibitor Rates

| BOOTH TYPE             | BEFORE<br>Friday, September 9, 2022 | AFTER<br>Friday, September 9, 2022 |
|------------------------|-------------------------------------|------------------------------------|
| For-profit Table Top   | \$2,250                             | \$2,500                            |
| For-profit Booth 10x10 | \$3,250                             | \$3,500                            |
| Non-profit Table Top   | \$1,500                             | \$1,750                            |
| Non-profit Booth 10x10 | \$2,500                             | \$2,750                            |

### What's Included:

- Bring unlimited number of company representatives to work your exhibitor space
- One complimentary conference registration to attend all of the sessions
- Exclusive access for one representative to attend an invitation-only event
- Your logo and company link on NSLA's conference website and on the Summer Times newsletter
- Promotion on the conference mobile app
- Complimentary quarter page ad in the program
- Your company featured in conference e-blasts sent to NSLA's national database
- Table Top package: six foot skirted table, two chairs, wastebasket, and signage
- Booth package: 10 x 10 designated area to set up your own booth, plus all items included in the table top package
- Innovation Hall will host the Welcome Reception to kick off the conference
- High speed wi-fi and electric outlets for your convenience
- Opportunity to donate prizes that highlight your brand to the live Grand Raffle

### Why Exhibit?

- Access to more than 1,000 key decision makers in the out-of-school time field
- Promotional outreach to a network of more than 30,500 out of school time advocates and social media followers
- Access to and direct networking opportunities with attendees through the conference mobile app
- Summer Passport Scavenger Hunt that encourages attendee and exhibitor interaction

### Looking for ways to stand out? Add one or all of the following upgrades:

- **Take the mic.** Present your brand in a 30 minute speaking slot in a dedicated exhibitor track. **\$350 for one / \$500 for two**
- **Gather your people.** Takeover a Hospitality Suite for one day and invite your special guests to meet and learn more about your brand. Stock the suite with your own food and beverages. **\$3,500 (limited space available)**
- **Strength in numbers.** Register additional team members to attend the conference at a special exhibitor rate of **\$600 each**.
- **Keep in touch.** Sponsor an NSLA national webinar to feature your products and services. **\$2,500**
- **Be there virtually.** Let us create a digital table top package for you, featuring your company video displayed on loop on a high-definition 54" LED screen, along with your marketing and promotional materials for attendees to learn about your brand. **\$1,500**
- **More please.** Upgrade your program ad to a **full page (\$500)** or **half page (\$250)**

**Sign-up today! Space is limited.**





## You are invited to join us as a Summer Learning Champion!

A special invitation to non-profit organizations and youth-serving government agencies committed to creating opportunities for young people during the summer months.

**NSLA is grateful to all of our friends and supporters as we seek to create a special place for you at the 2022 Summer Changes Everything conference.**

For \$2500, your organization will be recognized as a Summer Learning Champion throughout the conference. In addition, we hope you will:

- Send two (2) leaders to conference with Champion registrations
- Participate in the invitation-only opening reception for Funders and Champions on Monday, October 24.
- Send one (1) leader to the NSLA CEO dinner on Tuesday, October 25
- Participate in a policy briefing on Wednesday, October 26
- Distribution of a report and/or promotional item in conference bags or mobile app
- Opportunity to be featured during a conference session and/or subsequent Voices of Summer Webinar.
- Promotional toolkit for the conference to share with your network
- Brand and Logo visibility on event webpage, conference mobile app, and promotional materials leading up to the conference.

**For more information, contact Christi Rokicki at [crokicki@summerlearning.org](mailto:crokicki@summerlearning.org)**

### 2021 Conference Highlights



US Secretary of Education, Dr. Miguel Cardona



CBS News anchor, Margaret Brennan



Geoffrey Canada, President, National Board – Harlem Children's Zone



NSLA CEO leadership dinner will take place at the new Planet Word and will feature an intimate conversation with Daisy Dominguez-Auger, author of *Inclusion Revolution*.



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## Sponsors



## Summer Learning Champions



## Exhibitors

