

# > AFS Global Conference 2019

## Sponsorship Opportunities

09 - 11 October, 2019  
Montreal, Canada

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## Active Global Citizenship —and How to Educate for It

The 2019 AFS Global Conference will mobilize 600+ educators, non-profits, businesses, government representatives, media, faith leaders and students to find common ground, work together and make global competence education available to young people around the world.

Together we will explore the opportunities and obstacles surrounding the global competence education debate with a goal of finding innovative, sustainable and scalable solutions.

> #AFScon



# Become a Sponsor

Enhance your company's profile as a leading supporter and provider of education for the 21st century.

Building on a highly successful 2018 Conference in Budapest, this year's interactive, solutions-driven event promises to engage and inspire world leaders, experts, and innovators across sectors.

All Conference sessions are designed to empower participants, facilitate meaningful collaborations and build coalitions of thinkers, doers and funders.

Network with global leaders in education, business, government, the civil sector and more.



# Why partner with AFS Intercultural Programs?

Partnering with educators and education ministries in 60 countries uniquely positions AFS to convene this global conversation to explore how the 21st century classroom will meet the needs of the Fourth Industrial Revolution.

AFS has been at the forefront of the intercultural learning and global competence education movement for more than 70 years. AFS experiences help students and people of all ages develop global skills required to navigate and thrive in a global economy and increasingly diverse local communities. We now live and work in an international, interconnected, tech-infused era where critical thinking, problem-solving and working across differences are mandatory. Our working relationships and alliances with the United Nations, UNESCO, the Council of Europe and NGOs worldwide provide a strong foundation for our advocacy efforts in the 60 countries where we operate.



## Join up & Stand out



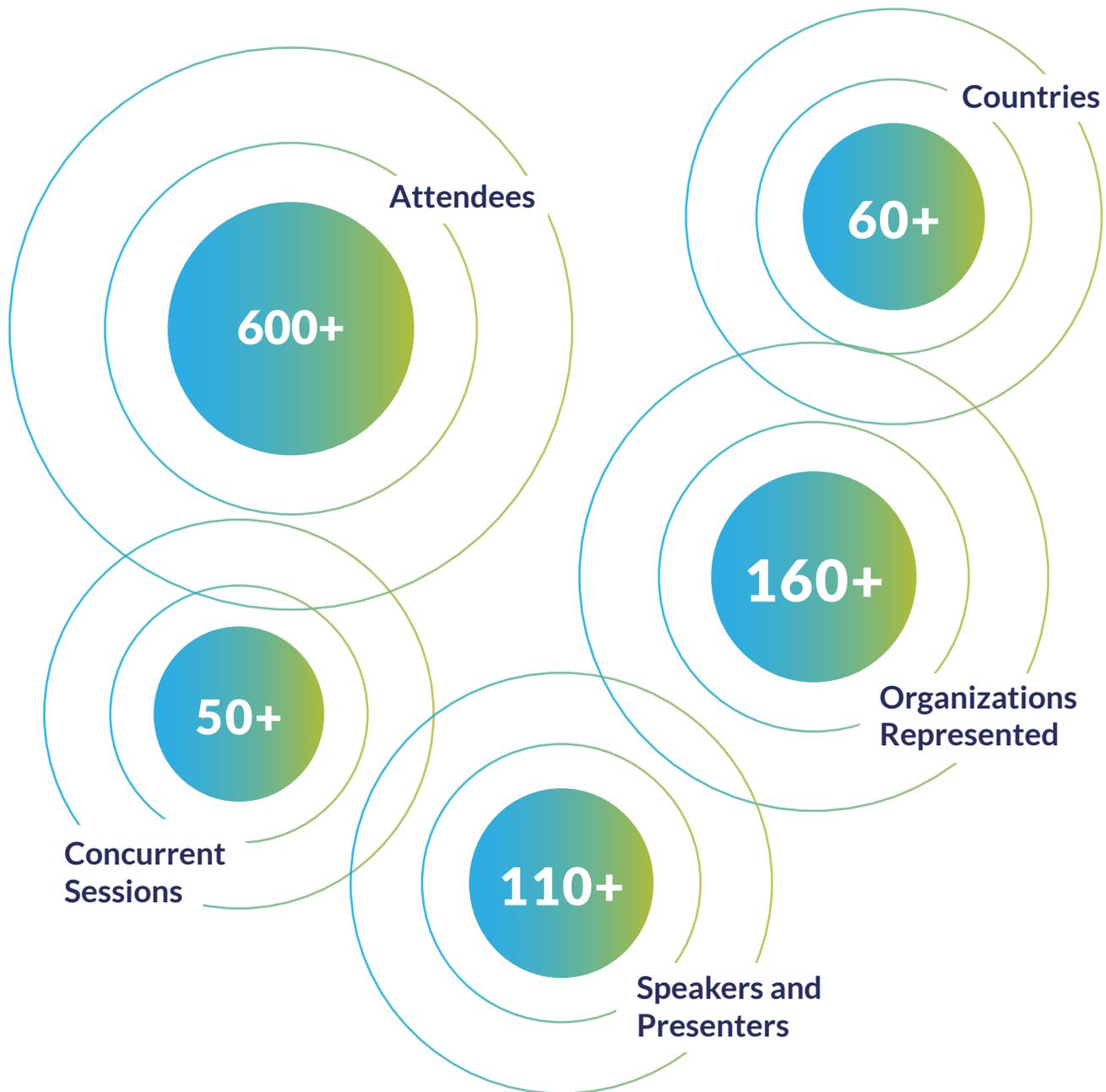
**Boost your brand visibility and reputation** by putting your organization at the forefront of a global movement rethinking the role of education today.

**Be recognized as a cutting-edge company** by supporting the inspiring and necessary work of active global citizens who are changing the world.

**Build relationships** with international decision-makers looking to partner and do business with businesses like yours.

**Launch and test new products**, concepts and services right on-site with clients, prospects, experts and leaders.

# Conference by the Numbers



## Attendees:

- Educators: early childhood through post-graduate levels, international education and non-formal learning providers
- NGOs, Community Organizations, Social Entrepreneurs, Volunteers
- Media and Influencers
- Faith Leaders
- Academics and Researchers
- Business Leaders and Innovators
- Government Representatives, Diplomats, Intra-government Agencies (UN, UNESCO, OECD, EU, CoE, ASEAN, Ministers)
- Students and young leaders



# What will be discussed

- > Social, economic and other important issues today transcend national boundaries and cannot be resolved by any one group alone. How do we ensure global competence development is incorporated into the very foundation of education so that as active global citizens we can work on solutions to the challenges identified in the United Nations' Sustainable Development Goals (SDGs)?
- > Global citizenship education focusing on cultural diversity and tolerance are reported as a mandatory part of curricula in 68% of countries today, but how does this translate to learning activities in classroom and out-of-school spaces?
- > If global research studies are forecasting major shortages of skilled employees and a surplus of under-trained workers in developed and developing economies, how should education adequately prepare young people with the evolving demands of a 21st century workplace?
- > Various studies show that Gen Z students are very global in their thinking and interactions and carry a sense of social responsibility, but don't know how to make the social impact they desire. What are the best ways to support these changemaking hopefuls?



# Social Media

Our cost-effective and flexible sponsorship packages include exciting digital and social media promotions, speaking opportunities and access to the people you need to know.



**500k**  
tweets



**260k**  
messages



**220k**  
posts



Social media reach from the 2018 Global Conference

# Special Events Sponsorship



## **Pre-Conference Workshops** | 9 October 2019, Centre Mont-Royal

An opportunity to kick-off the AFS Global Conference experience with hands-on activities and practical tools for global citizenship education, these workshops are led by Conference partners renowned for their work. From field trips to case studies, the Pre-Conference Workshops will set the tone for our discussions and inspire new connections among the participants.



## **Youth Event** | 9 October 2019, TBC

A key goal for the 2019 AFS Global Conference is to bring those who are most directly affected by our education systems—students and young people—into the global competence movement beginning with our discussions in Montreal. We will hold a special pre-conference event for Youth Scholarships recipients to inspire each other, maximize their involvement in the Conference and help build the changes needed in their education.



## **AFS NOW** | 10-11 October 2019, Centre Mont-Royal

AFS NOW live streamed sessions bring global competence discussions directly to online audiences using their platforms of choice. Going beyond the plenary room, AFS Now Live Streams feature experts from the many different stakeholder groups who have an interest in the global citizenship education discussion. AFS Now Live Streams take place in a TV studio-setting and giving hundreds of online viewers an opportunity to interact in Conference discussions.



## **Networking Dinner** | 10 October 2019, Montreal Science Center

This is the perfect opportunity to build new connections and discuss global competence with distinguished speakers and special guests. This featured event for 300+ participants will include possibilities to advocate your cause to and build new partnerships with one of the 160+ organizations represented at the Conference.



## **AFS Awards** | 10 October 2019, Centre Mont-Royal

AFS Awards honor individuals and organizations whose innovative initiatives and contributions exhibit an outstanding commitment to global competence. Hosted on the main stage for all AFS Global Conference attendees and select VIP guests immediately preceding the prestigious Networking Dinner, the AFS Awards Ceremony is one of the highest visibility moments of the event.



# LEAD SPONSORSHIP

130,000 CAD



## SPECIAL BENEFITS:

Customized sponsorship opportunities can be developed

- 4 Complimentary Conference passes & Networking Dinner invitations
- Branded scholarships
- High-level speaking opportunity
- Facebook Live interview broadcast
- Special acknowledgment during the AFS Award Ceremony
- Sponsorship mention in the official Conference press-release
- Sponsor booth in the EXPO area
- 4-color full-page ad in the Conference booklet
- Delegate bag inserts
- Customized Pre-Conference activities

## STANDARD BENEFITS:

- Name on the Conference website and online materials
- Logo placement on printed materials
- Logo placement on the Conference website and online materials
- Logo projected on screen during plenary sessions
- Pull-up (or equivalent) banners in the event area during the Conference
- Acknowledgement during the plenary sessions
- Acknowledgement during other Conference activities (e.g. lunch, coffee break)
- Acknowledgement in social media (300K+ users)

## AND YOUR SPONSORSHIP SUPPORTS:

# **15 Scholarships**

Your sponsorship will also provide full or partial scholarships for talented and diverse international educators, students and/or NGO volunteer representatives to take part in the Conference.





# EVENT SPONSORSHIP

40,000 CAD



## SPECIAL BENEFITS:

- 3 Complimentary Conference passes & Networking Dinner invitations
- Speaking opportunity
- Sponsor booth in the EXPO area
- 4-color half-page ad in the Conference booklet
- Nominated as the official sponsor of one of the options below:

AFS NOW Live Stream Session  
Youth Event Contributor  
Pre-Conference Workshop  
Award Ceremony  
Networking Dinner  
Opening Session & Reception

## STANDARD BENEFITS:

- Name on the Conference website and online materials
- Logo placement on printed materials
- Logo placement on the Conference website and online materials
- Logo projected on screen during plenary sessions
- Pull-up (or equivalent) banners in the event area during the Conference
- Acknowledgement during the plenary sessions
- Acknowledgement during other Conference activities (e.g. lunch, coffee break)
- Acknowledgement in social media (300K+ users)

## AND YOUR SPONSORSHIP SUPPORTS:

### **5 Scholarships**

Your sponsorship will also provide full or partial scholarships for talented and diverse international educators, students and/or NGO volunteer representatives to take part in the Conference.





# EVENT SPONSORSHIP

20,000 CAD



## SPECIAL BENEFITS:

- 2 Complimentary Conference passes & Networking Dinner invitations
- Sponsor booth in the EXPO area
- Black & white half-page ad in the Conference booklet
- Nominated as the official sponsor of one of the options below:
  - Idea Date Area
  - Poster Presentation Area
  - Expo Area

## STANDARD BENEFITS:

- Name on the Conference website and online materials
- Logo placement on printed materials
- Logo placement on the Conference website and online materials
- Logo projected on screen during plenary sessions
- Pull-up (or equivalent) banners in the event area during the Conference
- Acknowledgement during the plenary sessions
- Acknowledgement during other Conference activities (e.g. lunch, coffee break)
- Acknowledgement in social media (300K+ users)

## AND YOUR SPONSORSHIP SUPPORTS:

### ***3 Scholarships***

Your sponsorship will also provide full or partial scholarships for talented and diverse international educators, students and/or NGO volunteer representatives to take part in the Conference.





# HOSPITALITY SPONSORSHIP

13,000 CAD



## SPECIAL BENEFITS:

- 1 Complimentary Conference pass & Networking Dinner invitation
- Nominated as the official sponsor of one of the options: Registration & Conference Concierge Area; Transportation; Lunch Break; Coffee Break; or Delegate Bags

## STANDARD BENEFITS:

- Name on the Conference website and online materials
- Logo placement on printed materials
- Logo placement on the Conference website and online materials
- Logo projected on screen during breaks
- Pull-up (or equivalent) banners in the event area during the Conference
- Acknowledgement during other Conference activities (e.g. lunch, coffee break)
- Acknowledgement in social media (300K+ users)

### AND YOUR SPONSORSHIP SUPPORTS:

## **1 Scholarship**

Your sponsorship will also provide a full or partial scholarship for a talented international educator, student and/or NGO volunteer representative to take part in the Conference.

..... ADDITIONAL OPPORTUNITY .....



# SUPPORTER SPONSORSHIP

5,000 USD

## BENEFITS:

- 1 Complimentary Conference pass & Networking Dinner invitation
- Delegate bags insert
- Name on the Conference website



# EXPO BOOTH

From

# 3,000 USD



The AFS Global Conference EXPO is your opportunity to connect with industry leaders and innovators from all sectors plus 600+ international students and educators from around the world.

Located directly next to the main session/plenary stage, the Exhibition Hall provides ideal positioning for high participant traffic that will maximize your organization's brand visibility and outreach efforts.

Two and a half days of exhibition time offers many opportunities to spotlight your organization's services, products, and programs.

## BENEFITS:

- 2 Complimentary Conference pass
- Name and logo on the Conference website
- Name and logo on the Conference mobile app

> **AFS**  
Global  
Conference  
2019

### Contact information

Please contact **Anna Treyer-Simakova**, AFS International Events Manager at [anna.treyer-simakova@afs.org](mailto:anna.treyer-simakova@afs.org) or call +1 (212) 361-9195 to discuss how you can benefit from an AFS Global Conference sponsorship.