



Wisconsin TESOL 2020 Sponsor Terms of Agreement

1. Aims of Wisconsin TESOL (WITESOL)

WITESOL is the professional organization for Wisconsin Teachers of English to Speakers of Other Languages. As an affiliate of TESOL International Association and an associate of IATEFL, it represents and provides professional development and other opportunities to educators of English Language Learners and bilingual students of all levels and ages around the State of Wisconsin.

1. General Principles

WITESOL aims to provide diverse marketing opportunities for sponsors to connect with educators and educational administrators within the State of Wisconsin. WITESOL understands that sponsors have a limited marketing budget to invest in such connections and so provides options to suit different budgets.

Our fall conference will be held online this year on Saturday, November 7, 2020. We will be using Google Sites platform and Zoom technology.

We're truly excited to welcome Jayme Adelson Goldstein, author and ESL teacher trainer and consultant, as our keynote speaker, who will be presenting live in the morning. We will also feature Dr. Tim Boals, Co-founder and Executive Director of WIDA, as our live closing plenary speaker in the afternoon. Members will be able to create their own schedule during the day by attending pre-recorded sessions and participating in live breakout rooms for participants to network and discuss the sessions they've attended.

2. Marketing opportunities and rates

Since this is our first time offering a virtual conference, we will have limited options for our sponsors to choose from. We hope we can continue our tradition of connecting you to our members as part of their conference experience. You may choose from these three options:

	Bronze Sponsorship	Silver Sponsorship	Gold Sponsorship
	<ul style="list-style-type: none"> • Company, name, logo, etc., appears in pre-event marketing and contact emails. • Logo appears on slide before keynote sessions. • Logo appears on virtual convention platform with a link to your website or representative's contact information. 	Bronze sponsorship PLUS <ul style="list-style-type: none"> • Live virtual exhibit hall booth offering 30 minutes of interaction with members via your virtual meeting platform. The link will be shared on the virtual convention platform. 	Silver sponsorship PLUS <p>Pre-recorded presentation of up to 45 minutes and a separate afternoon live Q&A session via your virtual meeting platform. The link will be shared on the virtual convention platform.</p> <p>*Please note: only five gold sponsorships are available on a first come, first served basis.</p>
Non-profit Organization	\$30	\$55	\$80
Commercial Business	\$50	\$75	\$100

Please complete the Google Form at this link [WITESOL Sponsorship Application](#) prior to the September 26, 2020 deadline. Payment by check or through PayPal is available.

We appreciate your flexibility in these unprecedented times, and we look forward to continuing our partnership to facilitate quality English language education in Wisconsin. If you have questions about these differing options, please contact Kathy Stamos at stamos@ntc.edu.

WITESOL does not share, sell, or exchange personal data from our members.