

SPONSORSHIP PROSPECTUS

#SELday

March 8, 2024

A Celebration of
Social and Emotional
Learning

Today's Students,
Tomorrow's Leaders

SEL Day Is A Global Movement

Champions unite
to celebrate SEL



Showcase



Promote



Advocate



Support

In community and
across social media

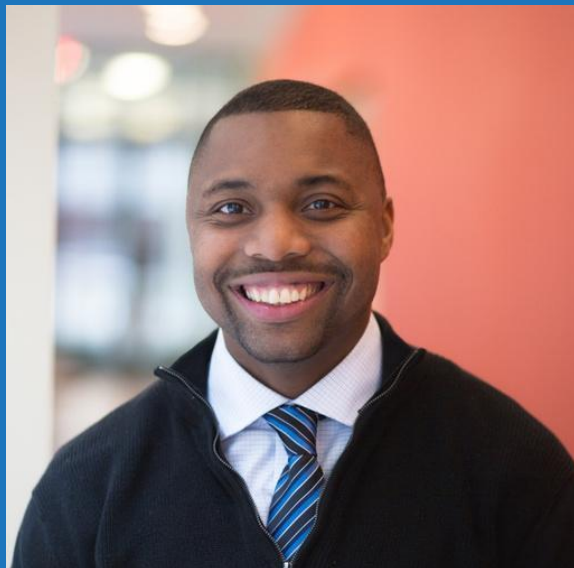


Leveraging toolkits
and earning badges



Together reaching millions around the world

Invitation from SEL Day Co-Chairs



Dear Friends,

As we launch the **fifth annual International SEL Day—Today's Students, Tomorrow's Leaders—on March 8, 2024**, we are thrilled to continue empowering a grassroots campaign for SEL that reaches millions worldwide. The need for social and emotional learning to support children's academic recovery, mental health, and well-being has never been greater. Together we can showcase, promote, advocate, and support SEL to change the lives of students and families.

Sponsors play an integral role in this one-of-a-kind, grassroots campaign for SEL. By sponsoring SEL Day 2024, you can help advocate and support social-emotional health, well-being, and academic success for millions of children around the globe. You can build brand awareness with SEL practitioners and advocates: thousands of participants from schools and districts in every U.S. state and more than 80 countries worldwide.

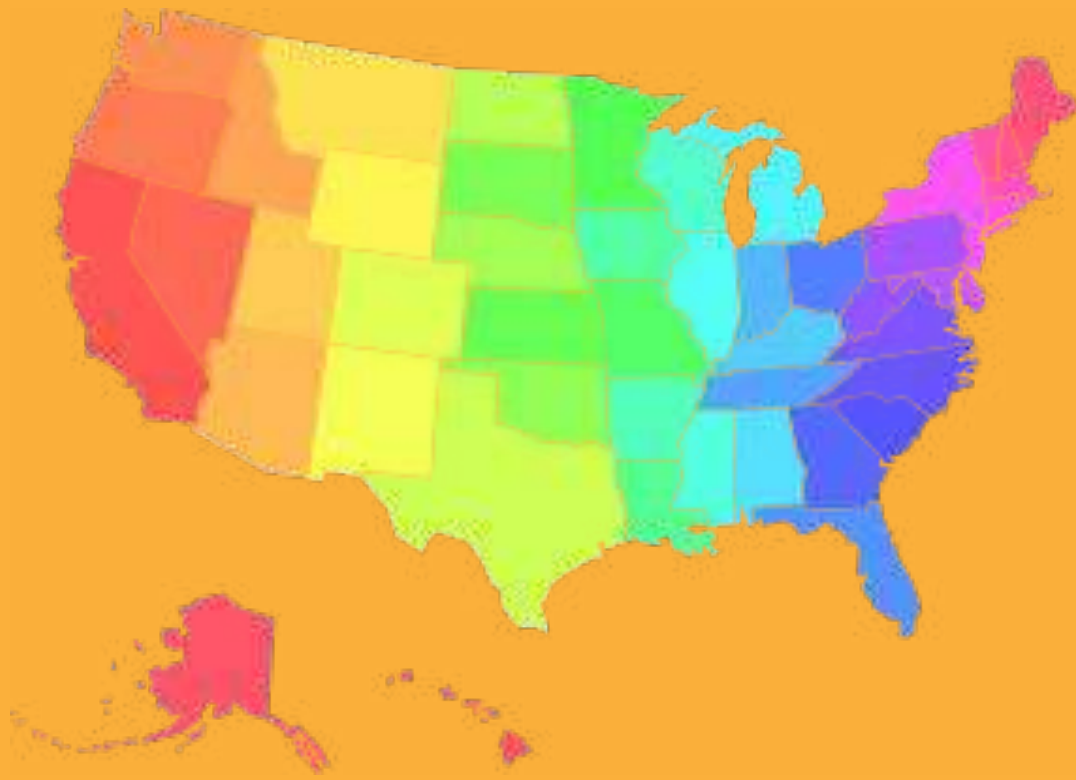
Join us toward a shared goal: better school, work, and life opportunities for all students.

Thank you!

David Adams, CEO, Urban Assembly
Nova Biro, Co-Director, SEL4US



SEL Day Global Reach



51 U.S. states /
jurisdiction



87 countries
on six continents



2,500+ schools,
districts, youth
organizations

Our Growing Audience



Email

22K+
subscribers



Social Media

20K+
followers



Website

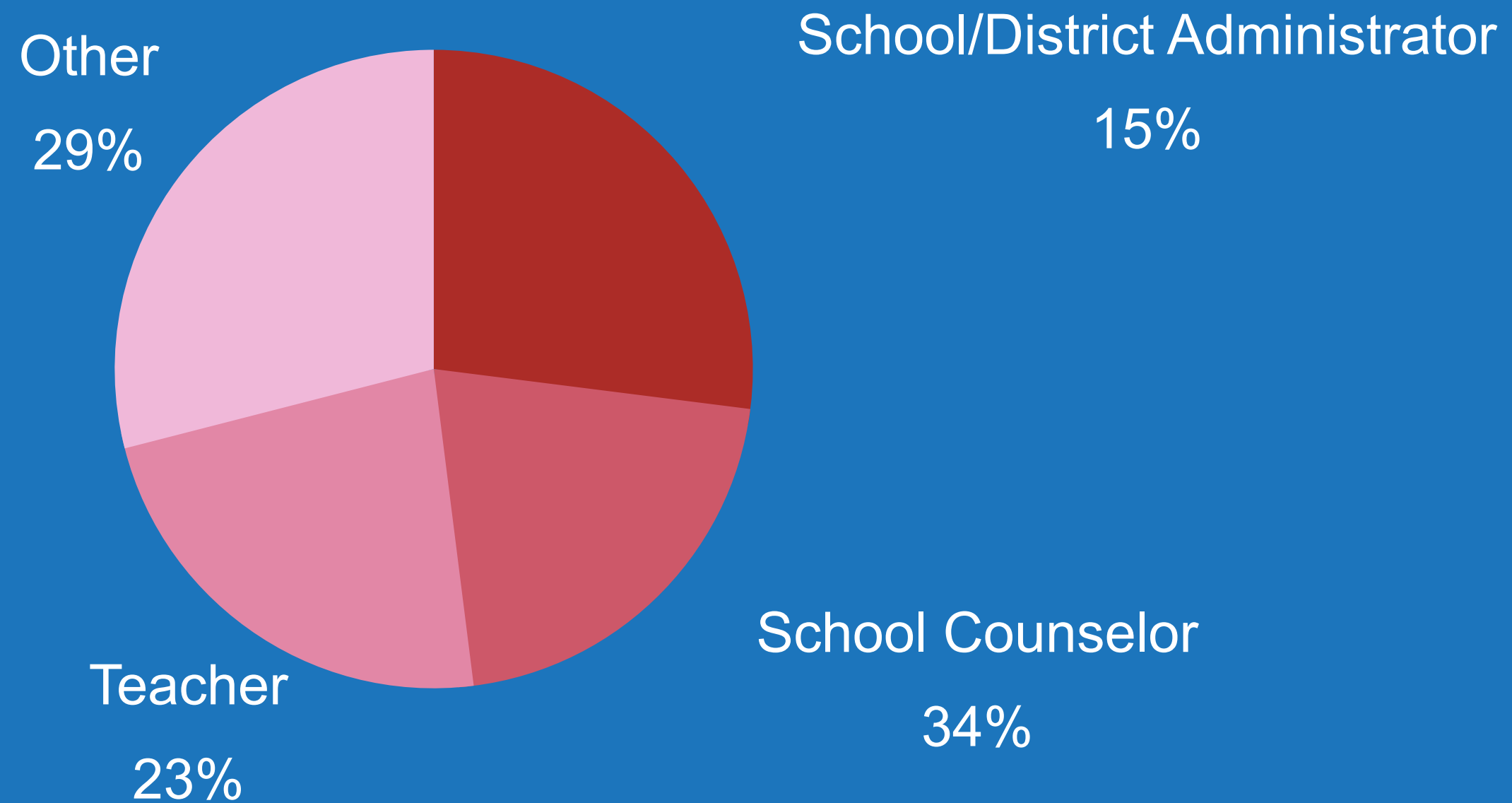
40K+ users



Summit Event

1,400 participants
averaging 2.5 hours

Decision-Makers & Influencers



Other roles include:

out-of-school-time staff, parents and students, higher education, researchers, funders, policymakers

2023 Impact



12+ million views
5,000+ mentions



trending on
Twitter for 5+ hours



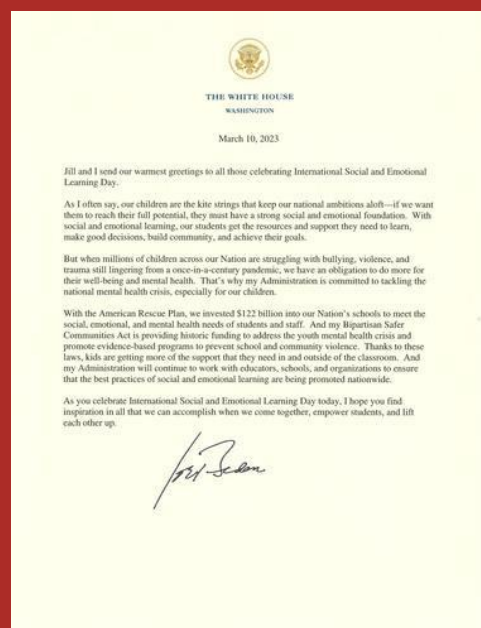
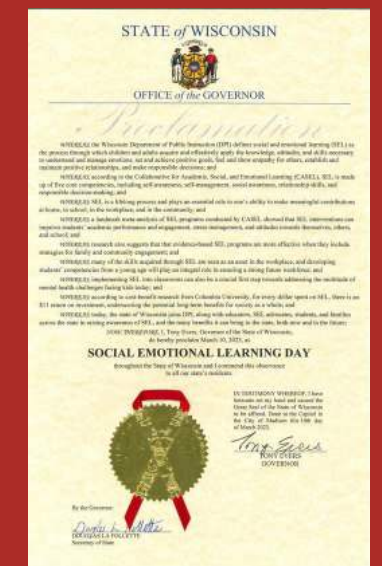
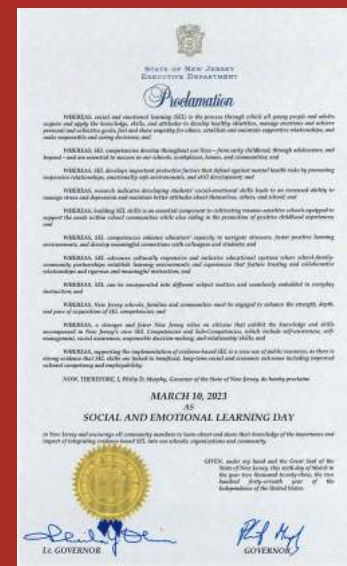
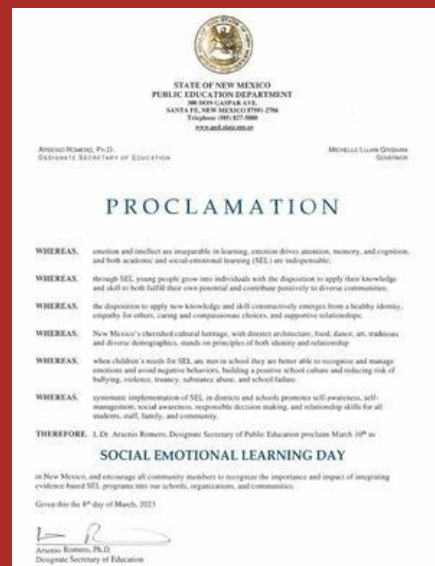
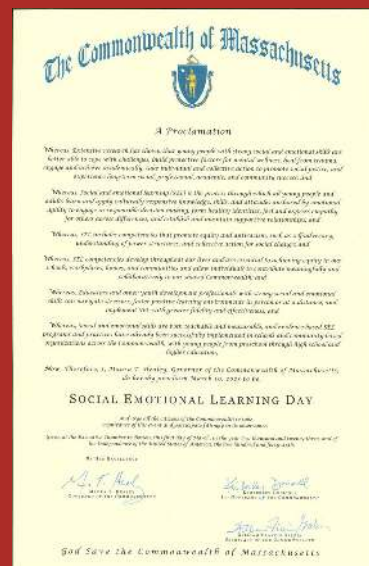
50,000+
interactions



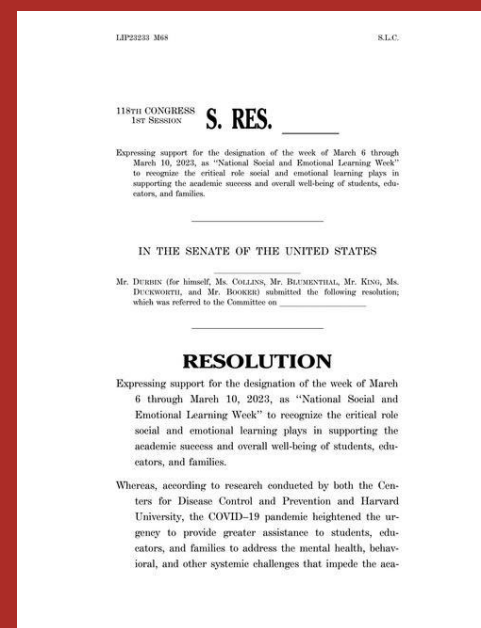
11,000+ #SELday
actions

2023 Advocacy Impact

SEL Day proclamations in nine states: Colorado, Delaware, Massachusetts, New Jersey, New Mexico, New York, Pennsylvania, Vermont, and Wisconsin



letter of recognition from the president and first lady



bipartisan resolution introduced in the Senate

Why Sponsor SEL Day?

PROTECT AND DEFEND SEL

In the face of rising politically-motivated attacks, we need collective action to protect and defend SEL in every community. Your investment in SEL Day will yield thousands of grassroots actions to counter negative messaging and highlight SEL's positive impact.

SHOWCASE YOUR COMMITMENT TO SEL

With an audience of over 11 million views, SEL Day is the only global online campaign for SEL. By engaging advocates in grassroots efforts, we empower a movement to showcase, promote, advocate, and support SEL. Join the most powerful platform available to highlight your commitment to SEL.

STRENGTHEN YOUR BRAND

SEL Day sponsorship allows you to grow your brand awareness with a large audience of decision-makers at 2,300+ schools, districts, and youth-serving organizations. Over four months, repeated touch points via multiple channels will maximize your brand exposure.

GENERATE LEADS

Connecting online has become more critical than ever. SEL Day is uniquely suited to help you develop connections as an online movement driven by social media. SEL Day participants are passionate, energized, and committed to bringing SEL to their communities.

BENEFITS BY SPONSORSHIP LEVELS

BENEFIT	LEAD \$25,000 2 sponsors	ADVOCATE \$10,000 6 sponsors	SUPPORTER \$5,000 10 sponsors	PROMOTER \$2,500 10 sponsors
Sponsored session at the SEL Day Summit	√			
Featured visibility with logo and link in SEL Day emails	√			
Visibility across SEL Day website	√			
1 sponsor highlight email with custom promo and link (Feb/Mar)	√	√		
4 sponsor highlight social media promo posts (Dec–Mar)	√	√		
Access to SEL Day participant list	√	√		
Featured sponsor for a SEL Day Virtual Summit session	Priority	√		
SEL Day Virtual Summit sponsor exhibition	√	√	√	
Recognition at all sessions of the SEL Day Virtual Summit	Verbal	Verbal	√	
Recognition in the SEL Day announcement press release	√	√	√	
Logo in all SEL Day promo emails	√	√	√	√
Recognition in 4 social media posts highlighting SEL Day sponsors	√	√	√	√
Logo with link and description on sponsors web page (thru Aug 2024)	√	√	√	√
SEL Day Sponsor graphics to highlight your sponsorship	√	√	√	√

Benefits—Lead Level



Social Media

- 4 sponsor highlight social media promo posts (Dec–Mar)
- Recognition in 4 monthly social media posts (Dec-Mar)
- Recognition in social media post on SEL Day (March 8)



Email

- Featured visibility with logo and link in SEL Day emails
- 1 sponsor highlight email with custom promo and link (Feb/Mar)
- Logo in 4 monthly SEL Day promo emails (Dec–Mar)



Website

- Visibility across SEL Day website
- Logo with link & description on sponsors web page (thru Aug 2024)



Showcase Event

- Featured sponsor for a SEL Day Showcase session
- SEL Day Showcase sponsor exhibition
- Recognition at the SEL Day Showcase



Press Release

- Recognition in up to 3 SEL Day press releases



Toolkits

- SEL Day templates and graphics to highlight your sponsorship



Participant List

- Access to SEL Day participant list

Benefits—Advocate Level



Social Media

- 4 sponsor highlight social media promo posts (Dec–Mar)
- Recognition in 4 monthly social media posts (Dec-Mar)
- Recognition in social media post on SEL Day (March 8)



Email

- Logo in 4 monthly SEL Day promo emails (Dec–Mar)



Website

- Logo with link & description on sponsors web page (thru Aug 2024)



Showcase Event

- Featured sponsor for a SEL Day Showcase session
- SEL Day Showcase sponsor exhibition
- Recognition at the SEL Day Showcase



Press Release

- Recognition in up to 3 SEL Day press releases



Toolkits

- SEL Day templates and graphics to highlight your sponsorship



Participant List

- Access to SEL Day participant list

Benefits—Supporter Level



Social Media

Recognition in 4 monthly social media posts (Dec-Mar)
Recognition in social media post on SEL Day (March 8)



Email

Logo in 4 monthly SEL Day promo emails (Dec-Mar)



Website

Logo with link & description on sponsors web page (thru Aug 2024)



Showcase Event

SEL Day Showcase sponsor exhibition
Recognition at the SEL Day Showcase



Press Release

Recognition in up to 3 SEL Day press releases



Toolkits

SEL Day templates and graphics to highlight your sponsorship

Benefits—Promoter Level



Social Media

Recognition in 4 monthly social media posts (Dec-Mar)
Recognition in social media post on SEL Day (March 8)



Press Release

Recognition in up to 3 SEL Day press releases



Email

Logo in 4 monthly SEL Day promo emails (Dec-Mar)



Toolkits

SEL Day templates and graphics to highlight your sponsorship



Website

Logo with link & description on sponsors web page (thru Aug 2024)

Benefits—Contributor Level



Social Media

Recognition in 4 monthly social media posts (Dec-Mar)

Recognition in social media post on SEL Day (March 8)



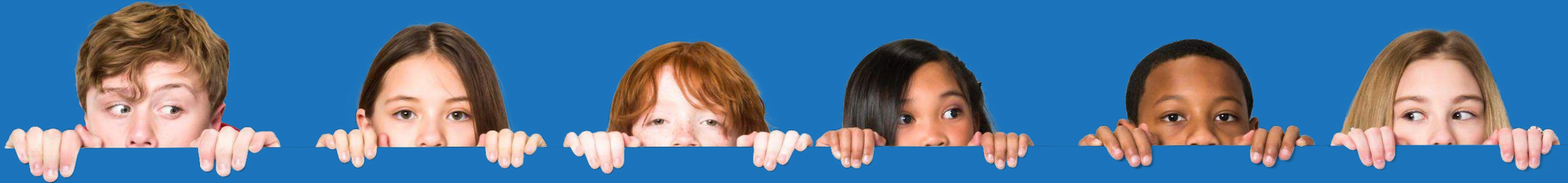
Website

Logo with link & description on sponsors web page (thru Aug 2024)



Toolkits

SEL Day templates and graphics to highlight your sponsorship



Learn More and Become a Sponsor

Your sponsorship will empower thousands of grassroots advocates to showcase, promote, and advocate SEL to millions of people, changing the lives of children around the globe.



David Adams & Nova Biro
sponsorship@selday.org



selday.org

Contact us today to support SEL Day 2024!