A Celebration of Social and Emotional Learning

Today’s Students,
Tomorrow’s Leaders

#SELday
March 8, 2024
SEL Day Is A Global Movement

Champions unite to celebrate SEL

In community and across social media

Leveraging toolkits and earning badges

Together reaching millions around the world
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

- School Counselor: 34%
- Teacher: 23%
- School/District Administrator: 15%
- Other: 29%

Other roles include:
- out-of-school-time staff, parents and students, higher education, researchers, funders, policymakers
2023 Impact

12+ million views
5,000+ mentions
50,000+
interactions

trending on
Twitter for 5+ hours

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

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<thead>
<tr>
<th>BENEFIT</th>
<th>LEAD</th>
<th>ADVOCATE</th>
<th>SUPPORTER</th>
<th>PROMOTER</th>
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<tbody>
<tr>
<td>Sponsored session at the SEL Day Summit</td>
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<td>Featured visibility with logo and link in SEL Day emails</td>
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<td>Visibility across SEL Day website</td>
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<td>1 sponsor highlight email with custom promo and link (Feb/Mar)</td>
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<td>4 sponsor highlight social media promo posts (Dec–Mar)</td>
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<td>Access to SEL Day participant list</td>
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<td>Featured sponsor for a SEL Day Virtual Summit session</td>
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<td>SEL Day Virtual Summit sponsor exhibition</td>
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<td>Recognition at all sessions of the SEL Day Virtual Summit</td>
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<td>Recognition in the SEL Day announcement press release</td>
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<td>Logo in all SEL Day promo emails</td>
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<td>Recognition in 4 social media posts highlighting SEL Day sponsors</td>
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<td>Logo with link and description on sponsors web page (thru Aug 2024)</td>
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<td>SEL Day Sponsor graphics to highlight your sponsorship</td>
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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)

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

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

Press Release
Recognition in up to 3 SEL Day press releases

Toolkits
SEL Day templates and graphics to highlight your sponsorship
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.

Contact us today to support SEL Day 2024!

David Adams & Nova Biro
sponsorship@selday.org
selday.org