



CER AT 20

The Ratpack

EDREFORMIES



**THE CENTER FOR EDUCATION REFORM'S
20TH ANNIVERSARY CELEBRATION**



Sponsorship Opportunities

October 9th
CER AT 20

Conference & Gala

2013

Wednesday, October 9th, 2013

*Education Reform:
Before it was Cool Conference*

10:00 a.m. - 3:30 p.m.

The Rat Pack EdReformies

6:00 p.m. - Red Carpet Cocktail Reception

7:00 p.m. - Gala & Awards Show

The Washington Hilton Hotel
1919 Connecticut Avenue, NW
Washington, DC

Celebrate the Center for Education Reform's 20th Anniversary and salute the "Classics of Education Reform," in Rat Pack style. Please join us as we look back on our last two decades, pay tribute to our founders, and honor those who have made education reform a "standard."

20th Anniversary
the
CENTER FOR EDUCATION REFORM



EDREFORMIE
Honorees!
2013 RAT PACK



The Honorable William J. Bennett

Former U.S. Secretary of Education, author and radio personality

Presented by: Tony Bennett, Florida Commissioner of Education

Dr. Yvonne Chan

Founder & Principal, Vaughn Next Century Learning Center, former California State Board member and charter school activist

Co-Presented by: BES Fellows **Jane Henzerling**, Founder, Mission Preparatory Charter School, San Francisco, California and **David Singer**, Head of School, University Prep, Denver, Colorado

Barbara Dreyer

Co-Founder & CEO, Connections Education and pioneer in virtual learning

Presented by: Jonathan Hage, President & CEO, Charter Schools USA

James, Janis & Tracy Gleason

The Gleason Family Foundation—leaders in the battle for school choice

Presented by: Michelle Bernard, Founder & CEO, Bernard Center, noted journalist, columnist and author

Deborah McGriff

Partner, NewSchools Venture Fund, founding member of the Black Alliance for Education Options, former superintendent, education leader and activist

Presented by: Alisha Thomas-Morgan, Georgia House of Representatives

Michael Moe

Co-Founder & Partner, GSV Asset Management, the leader in making education the prominent factor in business and financial sectors

Presented by: Michael Horn, Co-Founder & Executive Director, Clayton Christensen Institute for Disruptive Innovation



CER AT 20 *Sponsorship!* OPPORTUNITIES



The Sinatra \$25,000 +

Want to throw a party like the Chairman of the Board? You can if you throw down the bread at this level. You'll own the joint with:

- 20 Gala tickets
- VIP seating
- Private reception
- Signage at both the Conference and Gala
- Ongoing recognition throughout the Conference and Gala

Remember: it was Frank's world and we just lived in it.

The Martin \$20,000

When Deano crooned "Everybody Loves Somebody", we couldn't agree more! We would love for you to join us at The Martin level and promise that your drink glass—just like Deano's—will not be empty the entire night! The Martin level includes:

- 5 Gala tickets
- VIP seating
- Private reception
- Signage at both the Conference and Gala
- Ongoing recognition throughout the Conference and Gala

The Sammy Davis, Jr. \$15,000

Sammy hit it big by singing "Something's Gotta Give" and we hope it will be you. If you sponsor this swingin' party at Sammy's level the goodies include:

- 10 Gala tickets
- VIP seating
- Private reception
- Signage at the Gala
- Ongoing recognition throughout the Conference and Gala

The Bishop \$10,000

Joey never sang a note but he kept the jokes coming and the laughs followed. Sponsor at The Bishop level and we'll make sure everybody knows how you delivered with a package that includes:

- 10 Gala tickets
- Private reception
- Signage at the Gala

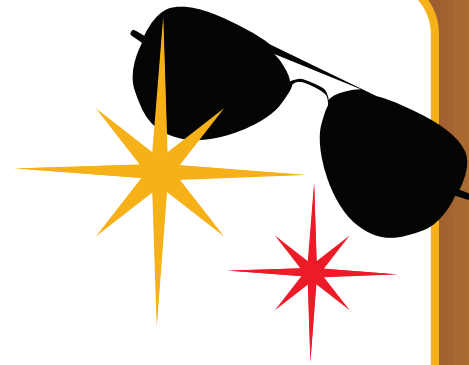
The Lawford \$5,000

Handsome, dashing and always bringing a sense of class, Peter Lawford moved about the party like a man on a mission. If you sponsor at the Lawford level, we can't promise you a Kennedy but it will get you:

- 10 Gala tickets
- Recognition in the program
- Signage at the Gala



ADDITIONAL *Sponsorship!* OPPORTUNITIES



Education Reform: Before it was Cool Conference **\$2,500 +**

You'll be the king or queen of cool when you sponsor any of these Education Reform Conference panel sessions starting at the \$2,500 level.

- Annenberg Redux: Can't We Just Get Along?
- How Charter School Laws Really Got Started.
- Will the Real Grassroots Please Stand Up?
- Changing the Complexion of the Room.
- Before Chiefs for Change there was the Education Leaders Council.

Tribute Message: "I Can't Give you Anything But Love"

Include your tribute message to CER/Jeanne Allen At 20, to be listed in program.

- "One for my Baby and One for the Road" 150 characters + logo **\$80**
- "Please Don't Talk About Me When I'm Gone" 150 characters text only **\$60**

Program Book Advertising

Try a little tenderness, make memories and show some amore!

- Full Page Ad **\$420**
- Half Page Ad **\$220**
- Business Card Ad **\$120**

Advertisements are due by August 31, 2013.

We request that you submit your ad with these requirements: CMYK, 300 DPI or more, AI, EPS, JPG, PDF or Photoshop file.

MORE INFORMATION

Contact Stephanie Heishman at 800-521-2118 or stephanie@edreform.com

VISIT AND FOLLOW US

www.edreform.com/about/events/20th-Anniversary/
[@edreform](https://twitter.com/edreform) #CERat20





SPONSORSHIP LEVEL

I want to sponsor and attend CER's 20th Anniversary Conference & Gala at the following level:

- The Sinatra (\$25,000 +)
- The Martin (\$20,000)
- The Sammy Davis, Jr. (\$15,000)
- The Bishop (\$10,000)
- The Lawford Level (\$5,000)

Before it was Cool Conference: (\$2,500+)

- Annenberg Redux: Can't we Just Get Along?
- How Charter School Laws Really Got Started.
- Will the Real Grassroots Please Stand Up?
- Changing the Complexion of the Room.
- Before Chiefs for Change there was the Education Leaders Council.

Tribute Message for CER at 20:

- "One for my Baby and One for the Road"
150 characters + logo (\$80)
- "Please Don't Talk About Me When I'm Gone"
150 characters text only (\$60)

Program Book Advertising:

- Full Page Ad (\$420)
- Half Page Ad (\$220)
- Business Card Ad (\$120)

TICKETS

- Conference & Gala (\$350)
- Individual- Gala only (\$250)
- Couple - Gala only (\$475)
- Conference only (\$150)

Register Online via PayPal at
www.edreform.com/about/events/20th-Anniversary/

Please print and complete this form and send your contribution to: The Center for Education Reform, 910 Seventeenth Street, NW, 11th Floor, Washington, DC 20006 or email to: events@edreform.com.

Please provide Name, Organization, and Contact Information for EACH registrant.

- Yes! I want to celebrate CER's two decades of education reform work with a special gift. I understand that my gift is tax-deductible.

PAYMENT METHOD

- My check is enclosed
 American Express Mastercard Visa

Amount Enclosed: \$ _____

Name on Card: _____

Card #: _____

CVV Code: _____ Exp. Date: _____

Signature: _____

CONTACT/BILLING INFORMATION

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone (W): _____

Phone (H/M): _____

Email: _____

