



2025
National Symposium for
Classical Education
SPONSORSHIP
DETAILS



GreatHearts[®]
Institute

National Symposium for Classical Education
Tempe Mission Palms Hotel | February 19–21, 2025

Be a part of the Great Conversation

at the Great Hearts Institute's 7th Annual National Symposium for Classical Education.

Together we will renew the classical liberal arts tradition through conversations about the theoretical and practical dimensions of curriculum and pedagogy, and workshops dedicated to enhancing school leadership and operations.



Become a sponsor to

- Gain valuable brand exposure with your core audience
- Experience a one-of-a-kind in-person event
- Renew American K-12 education through the Classical Liberal Arts Tradition



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FOR QUESTIONS regarding sponsorship levels and benefits, please contact Carol McNamara, Director, at Carol.McNamara@greathearts.org or (435) 512-6168.

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Over the past five years,
in-person attendance has
grown by more than 50%,
with 773 attendees in 2024.

For 2025, we will meet at the Tempe Mission Palms Hotel.

This venue, renowned for its elegant Southwestern ambiance, is situated in the vibrant Mill Avenue District, conveniently close to an array of local attractions including Arizona State University and the Tempe Town Lake waterfront.



AUDIENCE DEMOGRAPHICS



42% classical school leaders,
administrators, board members,
and philanthropic supporters



21% speakers,
scholars, and other support
organizations



37% classical teachers



223 classical schools
from 38 states (2018-2024)

SPONSOR BENEFITS



All partnership levels include: Great Hearts America Annual Report listing, Great Hearts Foundation e-newsletter listing, dedicated social media post for organization promotion, event app (Vfairs) advertising banners, and recognition in bi-weekly direct email communications in addition to general recognition on the Symposium 2025 website, in event collateral, and at the event, including listing in the event program and static slide recognition during session transitions (on main stage).

Particular benefits are:

Animus Magnus Partner (Naming) | \$50,000 (1*)

- Ten symposium tickets plus two rooms at Tempe Mission Palms
- Five tickets to VIP reception/dinner
- Premier exhibit area placement with fullsize 6' table
- Full page ad in event program
- Main opening reception sponsorship
- Recognition at all breakout sessions
- 30-second video commercial recognition during session transitions (on main stage)
- Static welcome slide for all main stage, breakout, and special sessions
- Event tote bag name and logo, main placement
- Email access to targeted audience for external webinar promotion
- Great Hearts Student monthly broadcast commercial/call out (two times per year)
- Great Hearts Foundation Newsletter mailed quarterly

Socratic Partner | \$25,000 (3*)

- Eight symposium tickets
- Two tickets to VIP reception/dinner
- Premier exhibit area placement with fullsize 6' table
- Full page ad in event program
- Keynote speaker sponsor (3*)
- Four sponsored breakout sessions
- 30-second video commercial recognition during session transitions (on main stage)
- Event tote bag name and logo, main placement
- Email access to targeted audience for external webinar promotion
- Great Hearts Student monthly broadcast commercial/call out (two times per year)
- Great Hearts Foundation Newsletter mailed quarterly

**Limited opportunity/based on availability*

Aristotelian Partner | \$15,000 (2*)

- Six symposium tickets
- One ticket to VIP reception/dinner
- Premier exhibit area placement with fullsize 6' table
- Half page ad in event program
- Three sponsored breakout sessions
- 30-second video commercial recognition during session transitions (on main stage)
- Event tote bag logo, standard placement
- Email access to targeted audience for external webinar promotion
- Great Hearts Student monthly broadcast commercial/call out (two times per year)

Classical Partner | \$10,000 (5*)

- Four symposium tickets
- One ticket to VIP reception/dinner
- Premier exhibit area placement with fullsize 6' table
- Quarter page ad in event program
- Three sponsored breakout sessions
- 30-second video commercial recognition during session transitions (on main stage)
- Event tote bag logo, standard placement
- Email access to targeted audience for external webinar promotion
- Great Hearts Student monthly broadcast commercial/call out (two times per year)

Renaissance Partner | \$5,000 (15*)

- Two symposium tickets
- Premier exhibit area placement with fullsize 6' table
- Two sponsored breakout sessions
- Event tote bag logo, standard placement
- Email access to targeted audience for external webinar promotion

Supporting Partner | \$2,500

- One symposium ticket
- Premier exhibit area placement with small high top round table
- One sponsored breakout session*



UNDERWRITING OPPORTUNITIES

Lunch Partner | \$7,500 (1*)

- Two symposium tickets
- Recognition on the website, in bi-weekly direct e-mail communications, on event collateral, and at the event including signage placement at session/breakout tables
- Half page ad and listing in the event program

WiFi Partner | \$2,000 (1*)

- One symposium ticket
- Recognition on the website, in bi-weekly direct e-mail communications, on event collateral, and at the event including verbal recognition at close of main stage sessions and signage placement at session/breakout tables
- Quarter page ad and listing in the event program

Refreshment/Break Partner | \$1,500 (1*)

- Recognition on the website, in bi-weekly direct e-mail communications, on event collateral, and at the event including signage placement at serving tables
- Quarter page ad and listing in the event program

Event Registration Table Partner | \$1,000 (1*)

- One symposium ticket
- Recognition on event collateral and at the event
- Listing in the event program

**Limited opportunity/based on availability*

ADVERTISING OPPORTUNITIES

Quarter page ad in event program	\$125
Half page ad in event program	\$250
Full page ad in event program	\$500
Tote bag high end item	\$1,500
Tote bag mid range item	\$1,000
Tote bag low range item	\$500
Tote bag logo placement	\$2,500
Breakout session speaker/panelist slot*	\$5,000
Preferred placement small round display table	\$1,500
Hosted networking reception (5*)	\$5,000

Individual tickets are available for purchase at a discounted early bird rate of \$500 before January 2, 2025. After January 2, they will increase to \$550 per ticket.





WHY SHOULD YOU SPONSOR?



National Symposium for
Classical Education

vFairs

Our 2025 Symposium will make use of the vFairs event app, which will provide sponsors with additional advertising and networking opportunities. Features include*

- Easy upload of sponsor information all in one place
- Logo and branding promotion
- Recognition via promotion of logo in strategic areas within app
- Send messages to attendees/mass campaign messages (e.g., send invites for event activities, share educational content)
- Offer promotions, raffles, giveaways, and other incentives to collect leads
- Lead retrieval to collect, save, and import leads
- Digital booths to promote products and product videos
- Booth chats and comments
- Facilitate 1:1 Meetings between attendees and sponsor
- ... and more

**available features depend on sponsorship tier*

A unique advertising opportunity

Classical educators, leaders, and like-minded community members are often a difficult audience to reach altogether. Our Symposium brings classical education providers and practitioners together for a meaningful personal and professional experience organized by a national organization they trust.

Generous fair-market value

A portion of the conference sponsorship is calculated as a donation, which is tax deductible. A sponsorship not only gives you promotional and relational benefits, but also tax write-offs.

No on-site sales restrictions

We are excited to announce that on-site transactions will be permitted at sponsor booths in 2025.



WHAT TO EXPECT

A must-see event

Each year, attendees are excited and encouraged by our diverse mix of practitioners, scholars, and experts, leading conversations concerning the great works and perennial ideas of Western Civilization. Here is what you can expect:

- **Prominent keynote speakers**
- **Scholarly lectures and panel discussions that inspire and stimulate the classical community**
- **K-12 curriculum and pedagogy workshops developed for classical educators**
- **Educational accessibility workshops for classical educators and administrators**
- **Leadership and operational workshops for school leaders at every level**
- **Networking opportunities aplenty**

Deliverable deadlines: Instructions will be sent to your team.

Schedule: The schedule will be communicated prior to the event in February.




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Ready to sponsor?

CLICK HERE.



“The event was extremely well organized. The keynote speakers were extraordinary. The entire symposium was inspiring and academic. I would say this is my favorite conference that I have been to in my 25 years in education.”

—Symposium attendee



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