

# DREAM

ANNUAL CONVENING  
2025



**February 18-21, 2025**  
PHILADELPHIA, PENNSYLVANIA

## Advancing Student Success

Connect with college presidents, faculty, staff, and policy makers through sponsorships.



## Transforming Colleges, Transforming Communities

DREAM, the annual signature event of Achieving the Dream (ATD), brings together thousands of practitioners from hundreds of colleges to exchange evidence-based approaches to accelerating student success in a manner that champions equity and drives economic vibrancy. The conference embodies ATD's longstanding belief in advancing community colleges as accessible hubs of learning, credentialing, and social mobility that eliminate inequities in students' educational and workforce outcomes. In short, DREAM is the place to be to discover time-proven strategies that transform higher education and uplift our communities.



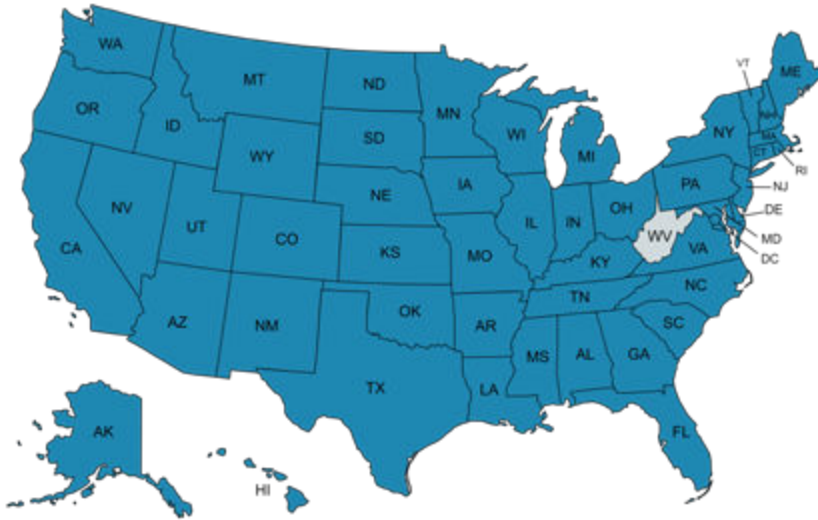
ATD has been at the forefront of postsecondary reform work for 20 years. As one of the first national groups to occupy the educational reform space, we have been prioritizing student centeredness and racial equity from the organization's inception, emboldening communities to choose transformation over tradition, curiosity over inaction, and innovation over status quo.

With more than two decades of work under our belts and a higher ed landscape before us that needs our expertise, we are more eager and energized than ever to convene DREAM 2025. Through plenary sessions with critically acclaimed scholars, educators, and activists and breakout sessions with higher education thought leaders, we look forward to gathering in Philadelphia with a nationwide network of colleagues to share over 20 years' worth of lessons learned in the student success field and to promote our vision of higher education as an engine for equity and a catalyst for community transformation.

**For information about sponsorship options, please contact:  
Dayna Gilliard at [dgilliard@achievingthedream.org](mailto:dgilliard@achievingthedream.org) or 240-450-3805**

# Who Attends?

## ATD GEOGRAPHIC REPRESENTATION



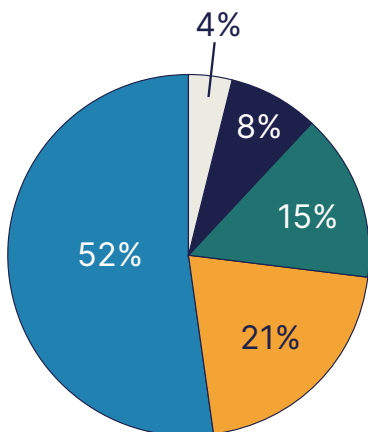
**49**  
**STATES**

Achieving the Dream's 2024 annual conference drew attendees from 49 states, the District of Columbia, New Zealand, South Africa, and the island of Guam.



**300+**  
**COLLEGES**

The ATD Network represents 300+ colleges across 45 states. 15 new colleges joined in 2024!



## ROLES OF DREAM ATTENDEES

- Administrator (e.g., Vice President, Dean, Director, Manager)
- Faculty Member
- Student Affairs Member (e.g., Advisor, Counselor, Coordinator, Financial Aid Staff, Specialist)
- Campus President/Chancellor/CEO
- Institutional Research/Institutional Effectiveness Member

## What DREAM Sponsors Say



“ The size of the conference still allows for personalized and individual moments to connect. ”

“ Speaking from a sponsor’s perspective, the way you laid out the exhibitor booths gave us really great traffic and, thus, great opportunities to network. This is one of the best conferences I’ve been to in terms of the placement of sponsor booths. Location of our booths is a huge determinant of the productivity of the conference for us, and ATD was fantastic in that regard. Everything was incredibly well done and went smoothly. ”

“ The sessions were phenomenal! ”

**DREAM 2024 HAD HIGH SATISFACTION SCORES  
AMONG SPONSOR RESPONDENTS!**

## Sponsorship Packages

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### **PREMIER PACKAGE \$40,000** *(one sponsorship available)*

- **Sponsorship of Opening Plenary**

- Opportunity to have sponsor name incorporated into DREAM Wi-Fi code
- Opportunity to host a client dinner with curated guest list of ATD attendees
- Opportunity to host the President & Chancellor Reception with two-minute remarks
- Opportunity to host one 30-minute Innovative Collaboration Session
- Four conference registrations
- One table-top display area in a prominent, high-traffic location
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2025 attendee list pre- and post-conference (mailing addresses only)
- Custom wrap-up report

### **Brand recognition:**

- Custom step and repeat backdrop for table display
- Signage in main ballroom throughout the conference
- Column wrap signage
- Logo on directional signage in high-traffic area
- Sponsorship of one DREAM newsletter (“brought to you by” or “sponsored by”)
- Inclusion in DREAM save-the-date eblast
- Logo on DREAM 2025 ATD website
- Logo on DREAM 2025 conference registration site (logo with hyperlink)
- Logo and company description on mobile app
- Co-branded (with ATD) follow-up email to DREAM attendees on a DREAM-related topic of choice
- Social media thank you recognition

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**VISIONARY PACKAGE \$35,000** *(four sponsorships available at this level - pending final number of plenary sessions)*

- **Sponsorship of one Plenary Session (Closing Plenary available on first-come, first-served basis)**
- Opportunity to host a small networking reception (breakfast or lunch)
- Opportunity to host one 30-minute Innovative Collaboration Session
- Three conference registrations
- One table-top display area in a prominent, high-traffic location
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2025 attendee list pre- and post-conference (mailing addresses only)
- Custom wrap-up report

**Brand recognition:**

- Custom step and repeat backdrop for table display
- Column wrap signage
- Logo on directional signage in high-traffic area
- Sponsor mention in DREAM newsletter
- Inclusion in DREAM save-the-date eblast
- Logo on DREAM 2025 ATD website
- Logo on DREAM 2025 conference registration site (logo with hyperlink)
- Logo and company description on mobile app
- Social media thank you recognition

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## **BENEFACTOR PACKAGE \$25,000** *(four sponsorships available)*

- **Sponsorship of one Spotlight Session (name/logo recognition only)**
- Opportunity to host one 30-minute Innovative Collaboration Session
- Three conference registrations
- One table-top display area in a prominent, high-traffic location
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2025 attendee list pre- and post-conference (mailing addresses only)
- Custom wrap-up report

### **Brand recognition:**

- Custom step and repeat backdrop for table display
- Logo on DREAM 2025 ATD website
- Logo on directional signage in high-traffic area
- Logo on DREAM 2025 conference registration site (logo with hyperlink)
- Sponsor mention in DREAM newsletter
- Logo and company description on mobile app
- Inclusion in DREAM save-the-date eblast
- Social media thank you recognition

## **PATRON PACKAGE \$15,000** *(eight sponsorships available)*

- **Sponsorship (in name) of one Concurrent session (name and logo recognition)**
- Opportunity to host one 30-minute Innovative Collaboration Session
- Three conference registrations
- One table-top display area in a prominent, high-traffic location
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2025 attendee list pre- and post-conference (mailing addresses only)
- Custom wrap-up report

### **Brand recognition:**

- Custom step and repeat backdrop for table display
- Logo on DREAM 2025 conference registration site
- Logo on directional signage in high-traffic area
- Logo and company description on mobile app
- Sponsor mention in DREAM newsletter
- Social media thank you recognition
- Logo on DREAM 2025 conference website (logo with hyperlink)

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## **SUPPORTER PACKAGE \$10,000** *(eight sponsorships available)*

- **Opportunity to host one 30-minute Innovative Collaborative Session**
- Two conference registrations
- One table-top display area in a prominent, high-traffic location
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2025 attendee list pre- and post-conference (mailing addresses only)
- Custom wrap-up report

### **Brand recognition:**

- Custom step and repeat backdrop for table display
- Logo on step and repeat banner
- Logo on directional signage in high-traffic area
- Logo on DREAM 2025 conference website (logo with hyperlink)
- Logo on DREAM 2025 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

## **EXHIBITOR PACKAGE \$5,000** *(10 sponsorships available)*

- **One table-top display area in a prominent, high-traffic location**
- Two conference registrations
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2025 attendee list pre- and post-conference (mailing addresses only)

### **Brand recognition:**

- Custom step and repeat backdrop for table display
- Logo on step and repeat banner
- Logo on directional signage in high-traffic area
- Logo on DREAM 2025 conference website (logo with hyperlink)
- Logo on DREAM 2025 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

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## Customized Sponsorship Opportunities

### **DREAM CULTURAL EVENTS SPONSOR \$6,500:** *(entertainment activities in recognition of Black History Month and celebration of place)*

- Activities could include:
  - Special performance (musical or dance) by local students
  - Student art exhibit
  - Dance or fitness class for attendees
  - Poetry reading

### **ATTENDEE RELAXATION STATIONS — CUSTOM DAILY ACTIVATIONS**

*(price upon request)*

- Dedicated space within high-traffic exhibit areas in conference rooms for custom activations that could include scheduled themed activities, such as:
  - Product demonstrations
  - Food/snacks/coffee/mixology
  - Movie nights
  - Yoga or Zumba lessons
  - Live music breaks
  - Custom signage or sponsor booth in the areas



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## A La Carte Opportunities

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### **SPONSORSHIP OF DREAM REGISTRATION \$25,000**

- Logo on registration screens
- Logo on onsite registration signs
- Logo on registration site
- Logo on self-service registration screens
- Co-branding (with ATD) of registration giveaway item
- Logo on lanyard (based on availability)

### **DREAM SCHOLARS PATRON \$25,000** *(one sponsorship available at this level; provides \$1K scholarship for eight DREAM Scholars)*

- Recognition as the exclusive sponsor of:
  - DREAM 2025 Scholars Program
  - Scholars Lunch and Reception
  - Scholar Cultural Experience
  - Scholarship Award Plenary Session (includes opportunity to give remarks)
  - DREAM Scholar Orientation
  - DREAM Scholar fundraiser (in partnership with ATD)
- Recognition as exclusive DREAM Scholar Patron in post-conference ATD follow-up email to DREAM 2025 attendees

### **SPONSORSHIP OF A PRE-SESSION SPEAKER GREEN ROOM \$10,000**

- Recognition as green room sponsor for keynote and plenary speakers, including:
  - Opportunity for branded materials in the room
  - Signage outside the room

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## A La Carte Opportunities (cont'd.)

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### **SPONSORSHIP OF DREAM SWAG \$10,000**

*(includes product placement opportunity for sponsor)*

### **SPONSORSHIP OF DAILY WELLNESS ACTIVITIES \$5,000**

- Recognition as sponsor of a wellness activity, such as:
  - Morning yoga with ATD
  - Smoothie demonstration or healthy cooking demonstration
  - Massages

### **SPONSORSHIP OF A POST-DREAM 2025 NEWSLETTER \$5,000**

**SPONSORSHIP OF A COMMUNITY FORUM OR ROUNDTABLE DISCUSSION \$5,000** *(topic approved by ATD and must be in collaboration with an ATD College)*

### **SPONSORSHIP OF A COMMUNITY SERVICE EVENT \$5,000**

*(details TBD)*

### **SPONSORSHIP OF A HAPPY HOUR** *(pricing TBD)*

### **SPONSORSHIP OF A REFRESHMENT BREAK \$3,500**

**SPONSORSHIP OF A DESIGNATED COOL WATER STATION \$2,500** *(offered on a first come, first-served basis)*

**EXCLUSIVE SPONSORSHIP OF PRE-DREAM NEWSLETTER, "WHAT TO EXPECT/KNOW BEFORE YOU GO" \$2,500**

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# Sponsor Benefit Comparison

Principal Benefits	Premier Package \$40,000	Visionary Package \$35,000	Benefactor Package \$25,000	Patron Package \$15,000	Supporter Package \$10,000	Exhibitor Package \$5,000
Sponsor of President's Reception	●					
Sponsor of DREAM newsletter	●					
Sponsor of a Plenary (Opening Plenary reserved for Premier Level)	●	●				
Signage in main ballroom	●	●				
Opportunity to host a curated roundtable or dinner (15 max)	●	●				
Opportunity to host a reception, breakfast, or lunch	●	●				
Sponsor logo included on ATD DREAM website	●	●	●			
Opportunity to host a 60-minute session (Spotlight or Concurrent)	●	●	●			
Sponsor logo on column wraps	●	●	●			
Opportunity to host one 30-minute Innovative Collaboration Session	●	●	●	●	●	
Sponsor mention in DREAM newsletter	●	●	●	●	●	●
Sponsor logo on DREAM registration site	●	●	●	●	●	●

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# DREAM 2025 Schedule At-a-Glance

DREAM 21st Annual Conference					
EASTERN TIME	Monday, February 17	Tuesday, February 18	Wednesday, February 19	Thursday, February 20	Friday, February 21
MORNING 7 a.m.–12 p.m.		Sponsor Move-in	Sponsor Booths on Display (All Day)	Sponsor Booths on Display (All Day)	
		Morning DREAM Pre-Conference Studios	Morning Plenary Session	Morning Plenary Session	Closing Plenary Session
AFTERNOON 12 p.m.–5 p.m.	Sponsor Early Move-in	Sponsor Booths on Display (All Afternoon)	Morning Concurrent Sessions	Morning Concurrent Sessions	
		Afternoon DREAM Pre-Conference Studios	Afternoon Concurrent Sessions	Recognition Luncheon	
		Opening Plenary Session and Reception		Afternoon Concurrent Sessions	
				Sponsor Move-out	

## What DREAM Participants Say

### WOULD RECOMMEND DREAM TO A COLLEAGUE



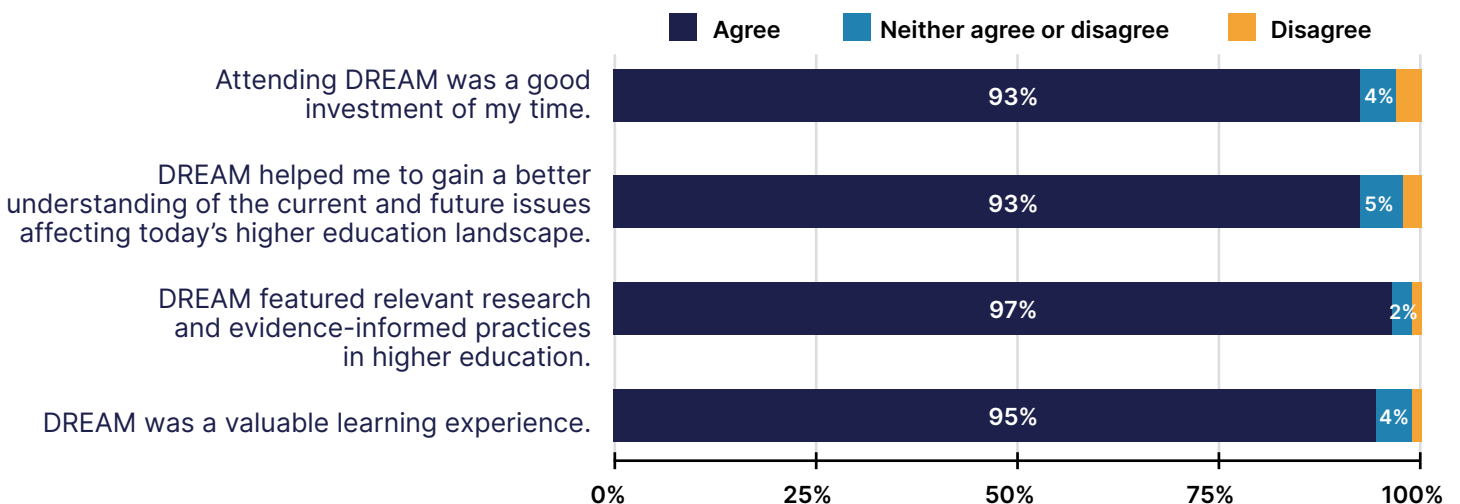
### WOULD LIKELY RETURN TO DREAM



*The speakers highlighted in the plenaries were outstanding. I felt excited and motivated to return to my institution and further the work we've committed to in supporting student success.*



### DREAM FEEDBACK





*The random conversations and connections I make with like-minded educators are incredibly valuable and something that could not happen when we were virtual.*

*The most valuable experience at DREAM was the networking. I can attend a session, sit at a plenary table with my team and another, attend a reception, even walk the halls and find someone to connect with — someone who has something interesting to share — and swap contact info. It is great to be back in person for those important connections with peers across the country.*

## Past DREAM Sponsors Include:

- ACUE
- Ad Astra
- Amazon Web Services
- Anthology (Hobsons/Starfish)
- Archer Education
- Ascendium
- BibliU
- Cengage
- Civitas
- Coursera
- Coursera
- Diverse: Issues in Higher Education
- EAB
- ECMC
- EdSights
- EdQuity
- Ellucian
- ELumen
- EnGen
- ETS
- Franklin Covey
- Handshake
- Heliocampus
- Innovative Educators
- Inside Track
- Jack Kent Cooke Foundation
- Lightcast (formerly EMSI)
- Lumen Learning
- Mentor Collective
- National Student Clearinghouse
- Nearpod
- Ocelot Bot
- Phi Theta Kappa
- QuadC
- SignalVine
- Sophia Learning
- Stellic
- Swim Digital Group
- TargetX (Liasion International)
- TimelyCare
- Tutor.com
- UMGC
- Walmart
- Watermark
- WGU
- WriteSea
- ZogoTech



[www.achievingthedream.org](http://www.achievingthedream.org)

Achieving the Dream (ATD) is a partner and champion of more than 300 community colleges across the country. Drawing on our expert coaches, groundbreaking programs, and national peer network, we provide institutions with integrated, tailored support for every aspect of their work—from foundational capacities such as leadership, data, and equity to intentional strategies for supporting students holistically, building K–12 partnerships, and more. We call this Whole College Transformation. Our vision is for every college to be a catalyst for equitable, antiracist, and economically vibrant communities. We know that with the right partner and the right approach, colleges can drive access, completion rates, and employment outcomes — so that all students can access life-changing learning that propels them into community-changing careers. Follow us on [Twitter](#), [Facebook](#), and [LinkedIn](#).