

DREAM

ANNUAL CONVENING
2026

The logo graphic for DREAM Annual Convening 2026 features a series of five horizontal bars of increasing length, stacked vertically. The bars are colored in a gradient from orange at the top to dark blue at the bottom.

March 2-5, 2026

P O R T L A N D , O R E G O N

Advancing Student Success

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



Driving Institutional Change, Powering Community Growth

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 and driving economic and social mobility. The conference embodies ATD's long-standing belief in advancing community colleges as powerful engines of learning, credentialing, and prosperity that foster opportunity for students and vitality for communities.

But DREAM is more than ATD's flagship event: It is **widely recognized as the premier convening focused on community college student success**. Each year, it attracts a dynamic mix of college leaders and campus teams, funders, policymakers, and national media. Attendance has continued to climb in recent years, and participant feedback consistently highlights DREAM as an energizing, high-impact experience that leaves attendees better equipped to lead change on their campuses and in their communities. In short, DREAM is the place to be to discover proven strategies that transform higher education and uplift lives.

DREAM sponsorship is also unique. It offers organizations and companies a platform not only to showcase their brand but to deepen their own learning. Sponsors are invited into the heart of the student success movement — connecting directly with decision-makers, exploring the evolving needs of the field, and discovering new ways to align their offerings with colleges' goals.

For more than 20 years, ATD has led the nation in postsecondary reform, working alongside colleges to put students at the center of

institutional transformation. As we look ahead, we are embracing a new era of reform — one that recognizes the deep interconnection between student success and community well-being.



ATD's Community Vibrancy Framework is at the heart of this next chapter. It challenges colleges to look both "inside-out" and "outside-in": strengthening the institutional conditions that support student access, momentum, and completion while also examining how regional labor markets, local contexts, and community needs shape and are shaped by student outcomes. Our work now is not only about helping students earn degrees and credentials — it's about making those credentials count in the real world and ensuring they lead to long-term economic mobility and stronger communities.

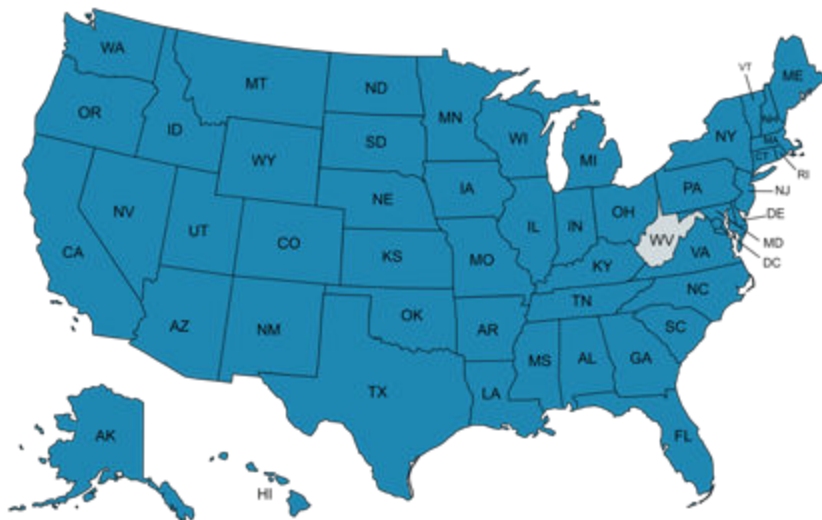
With this framework as our guide, we are more eager and energized than ever to convene DREAM 2026. Through plenary sessions with nationally recognized leaders and breakout sessions featuring the innovative work of community colleges across the country, we look forward to gathering in Portland, Oregon, to explore how bold, student-centered transformation leads to community-wide impact.

We hope you will join us in supporting this vital work.

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

Who Attends?

ATD GEOGRAPHIC REPRESENTATION



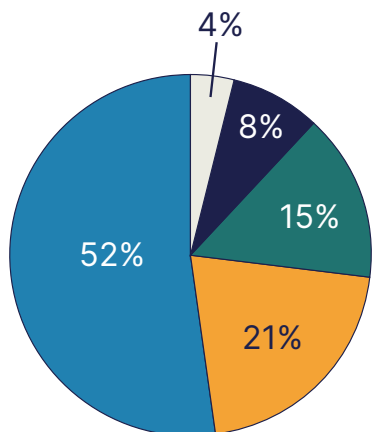
49
STATES

Achieving the Dream's 2025 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. 9 new colleges joined in 2025!



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. ”

“ The sessions were phenomenal! ”

“ 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. ”

“ Great conference engagement, and a positive experience for our staff and speakers! ”

- **91% of DREAM Sponsors said they accomplished their objectives**
- **100% of sponsors were satisfied with the process, service & placement of their table**

Sponsorship Packages

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

- **Sponsorship of Opening Plenary**
- Opportunity to host a client dinner with curated guest list of ATD attendees
- Opportunity to host the Opening 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 2026 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
- Inclusion in DREAM save-the-date eblast
- Logo on DREAM 2026 ATD website
- Logo on DREAM 2026 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 2026 attendee list pre- and post-conference (mailing addresses only)
- Custom wrap-up report

Brand recognition:

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- 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 2026 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 directional signage in high-traffic area
- Inclusion in DREAM save-the-date eblast
- Logo on DREAM 2026 ATD website
- Logo on DREAM 2026 conference registration site (logo with hyperlink)
- Logo and company description on mobile app
- 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 2026 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 directional signage in high-traffic area
- Logo on DREAM 2026 conference website (logo with hyperlink)
- Logo on DREAM 2026 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

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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 2026 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 2026 conference website (logo with hyperlink)
- Logo on DREAM 2026 conference registration site (hyperlink with logo)
- 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 2026 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 2026 conference website (logo with hyperlink)
- Logo on DREAM 2026 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: *(educational and/or entertainment activities to gather attendees; events are designed 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 or book reading
 - Community Fundraiser

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
 - Dance or Zumba lessons
 - Live music breaks
 - Custom signage or sponsor booth in the areas



OTHER CUSTOM OPTIONS AVAILABLE UPON REQUEST

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A La Carte Opportunities

SPONSORSHIP OF LEAH MEYER AUSTIN AWARD — EXCLUSIVE OPPORTUNITY \$50,000

The Leah Meyer Austin Award is the highest honor given to colleges in the ATD Network. Since 2009, the award has been bestowed annually to a college that employs a holistic approach to reducing equity gaps between student groups and increasing success for all students. The award recognizes institutional strength, aligned policies and procedures, a student-focused culture, and notable increases in student outcomes.

Sponsor Benefits Include:

- Exclusive recognition of LMA Award on DREAM marketing collateral
- Two-minute remarks during award presentation
- Mention in ATD press releases, social, and online sites
- Four complimentary DREAM registrations

SPONSORSHIP OF HEADSHOT LOUNGE — EXCLUSIVE OPPORTUNITY \$30,000

- Premium exhibitor table placement
- Up to 10 hours of activation
- Lounge staffed with professional photographer
- iPad kiosks can be sponsor branded with custom logo. Photos can be immediately shared.
- Custom co-branded email with the sponsor logo and DREAM logo with images to accompany attendee photo delivery
- Three conference registrations
- List of emails from headshot lounge participants
- Lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Access to DREAM 2026 attendee list pre- and pos-conference (mailing addresses only)
- Custom wrap-up report

Brand recognition:

- Step and repeat backdrop for table display
- Logo on step and repeat banner
- Logo on directional signage in high-traffic area
- Logo on DREAM 2026 conference website (logo with hyperlink)
- Logo on DREAM 2026 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

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A La Carte Opportunities (cont'd.)

SPONSORSHIP OF ATD'S AMPLIFYING STUDENT VOICES DAY — EXCLUSIVE OPPORTUNITY \$30,000

- Special recognition from main stage during Closing Plenary
- Reserved student seating during Closing Plenary
- Participation in concurrent sessions focused on students/student issues
- Group Picture
- Opportunity to network with 2025 DREAM Scholars at lunch
- Sponsor signage at Amplifying Students Day activities

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 2026 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)
 - Meet the DREAM Scholars Session (sponsorship in name)
- Recognition as exclusive DREAM Scholar Patron in post-conference ATD follow-up email to DREAM 2026 attendees

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A La Carte Opportunities (cont'd.)

SPONSORSHIP OF DREAM RECOGNITION LUNCHEON \$25,000

- Recognition as the exclusive sponsor:
 - DREAM Awards Luncheon sponsor mention
 - Opportunity to present a cash prize to winners — a portion of your sponsorship will be awarded as a cash prize
 - Plenary room signage

Brand recognition:

- DREAM website
- DREAM social
- DREAM mobile app

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
 - Workout or run session

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A La Carte Opportunities (cont'd.)

SPONSORSHIP OF A POST-DREAM 2026 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

OTHER CUSTOM OPTIONS AVAILABLE UPON REQUEST

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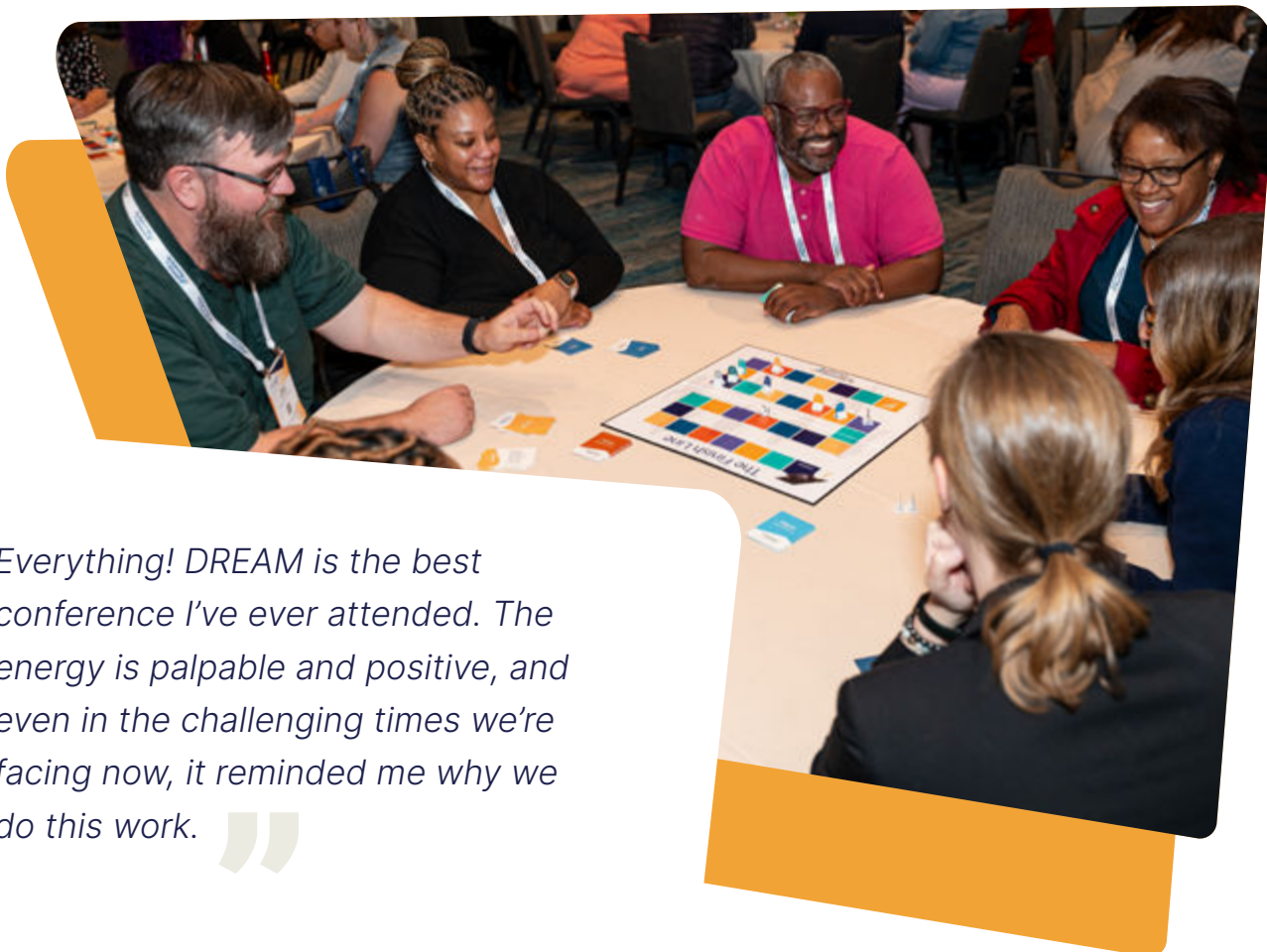
Sponsor Benefit Comparison

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 2026 Schedule At-a-Glance

DREAM 22nd Annual Conference						
PACIFIC TIME	Sunday, March 1	Monday, March 2	Tuesday, March 3	Wednesday, March 4	Thursday, March 5	
MORNING 7 a.m.–12 p.m.		Sponsor Move-in	Sponsor Booths on Display (All Day)	Sponsor Booths on Display (All Day)	Closing Plenary Session	
		Morning DREAM Pre-Conference Studios				Morning Plenary Session
AFTERNOON 12 p.m.–5 p.m.	Sponsor Early Move-in	Sponsor Booths on Display (All Afternoon)	Afternoon Concurrent Sessions	Morning Concurrent Sessions		Morning Concurrent Sessions
						Recognition Luncheon
		Afternoon DREAM Pre-Conference Studios		Afternoon Concurrent Sessions	Afternoon Concurrent Sessions	
		Opening Plenary Session and Reception			Sponsor Move-out	



“ Everything! DREAM is the best conference I’ve ever attended. The energy is palpable and positive, and even in the challenging times we’re facing now, it reminded me why we do this work. ”

“ All sessions that I attended were very valuable. Presentations were based on practical experiences where best practices were shared. Presenters were dealing with current issues that we are grappling with such as the use of AI in the class, demystifying AI as a tool that students use for plagiarism. ”

Past DREAM Sponsors Include:

- ACUE
- Ad Astra
- Advantage Design
- Amazon Web Services
- Anthology (Hobsons/Starfish)
- Archer Education
- Ascendium
- Bank of America
- BibliU
- Cengage
- Civitas
- Coursera
- Coursedog
- DataKind
- Diverse: Issues in Higher Education
- EAB
- ECMC
- EdSights
- EdQuity
- Ellucian
- Element451
- ELumen
- EnGen
- ETS
- Franklin Covey
- Handshake
- Heliocampus
- Huron Consulting
- IBM
- 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
- Strategic Education
- Stellic
- Swim Digital
- TargetX (Liasion International)
- TimelyCare
- Tutor.com
- UMGC
- Voyatek
- Walmart
- Watermark
- WGU
- WriteSea
- ZogoTech



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 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.

LEARN MORE ABOUT ACHIEVING THE DREAM, INC.

Visit www.AchievingtheDream.org

Or contact us at info@AchievingtheDream.org or (240) 450-0075

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