

Transforming Colleges, Transforming Communities

DREAM
ANNUAL CONVENING
2027

February 2–5, 2027 | Columbus, Ohio

**Advancing
Student Success**

Connect
with college
presidents,
faculty, staff,
and policymakers.



The Next Era of Community College Transformation

For more than two decades, DREAM has brought together the nation's most innovative community college leaders to share ideas, challenge assumptions, and accelerate student success.

Today, community colleges are being called upon to do more than ever before. They are preparing the workforce of tomorrow, responding to rapid technological change, expanding economic opportunity, strengthening civic life, and serving as anchors for the communities they call home. Their impact extends far beyond campus boundaries.

As the role of community colleges continues to evolve, so does Achieving the Dream's vision for supporting them. We have always believed that stronger colleges create stronger communities. That belief remains unchanged. What is changing is our recognition that strengthening colleges also means helping them strengthen the communities they serve.

As we gather for DREAM 2027, we will begin sharing our next strategic direction, one that builds upon our long-standing commitment to student success while embracing an even broader vision of community impact. At the center of that work is our Community Vibrancy Framework, which recognizes that thriving colleges and thriving communities are deeply connected.

This framework challenges us to think both inside and outside the institution. It encourages colleges to strengthen the conditions that support student access, learning, persistence, and completion while also considering how their work contributes to economic mobility, workforce vitality, civic engagement, and community well-being.

DREAM is where these ideas come to life.

Each year, thousands of presidents, trustees, faculty, staff, researchers, policymakers, and philanthropic and industry leaders come together to learn from one another and explore practical strategies that improve outcomes for learners and strengthen institutions. More importantly, they leave equipped to create lasting change in the places they serve.

For sponsors, DREAM offers far more than visibility. It provides an opportunity to engage directly with the leaders shaping the future of community colleges, build authentic relationships, contribute to meaningful conversations, and align your organization with a national movement committed to innovation and impact.

This year's conference will showcase bold ideas, proven practices, emerging technologies, and collaborative solutions that are helping colleges navigate an increasingly complex landscape while remaining focused on their core mission of expanding opportunity.

We hope you will join us in Columbus as a sponsor and partner in this important work. Together, we can help ensure that community colleges continue to transform lives while strengthening the communities they serve.

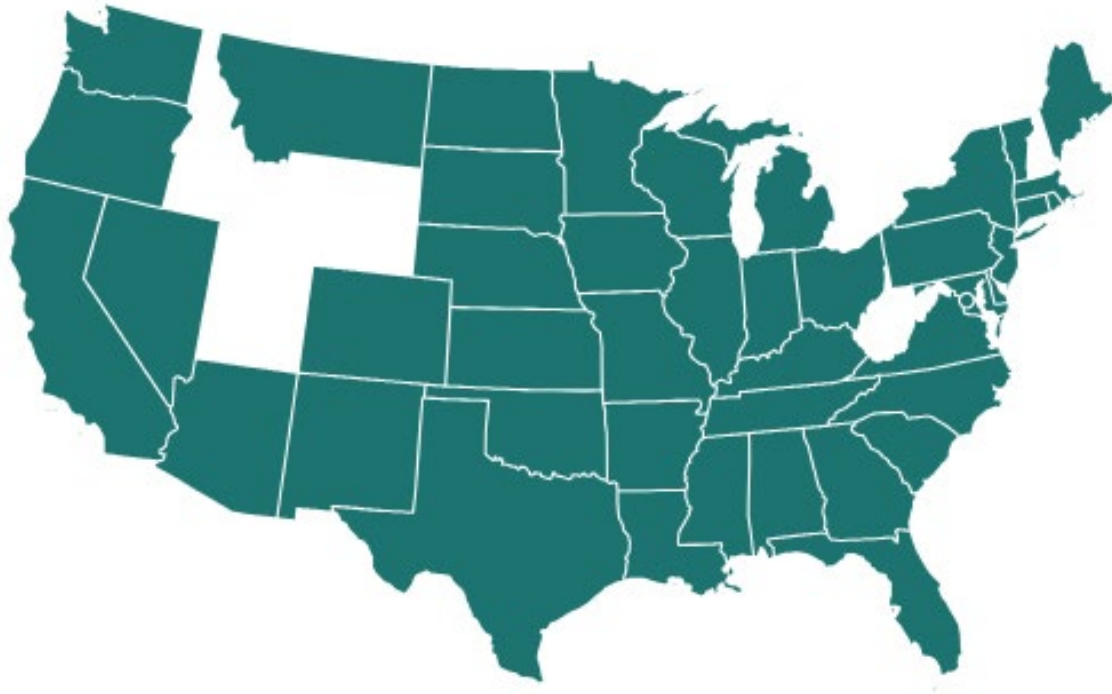
I look forward to welcoming you to DREAM 2027.



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Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805**

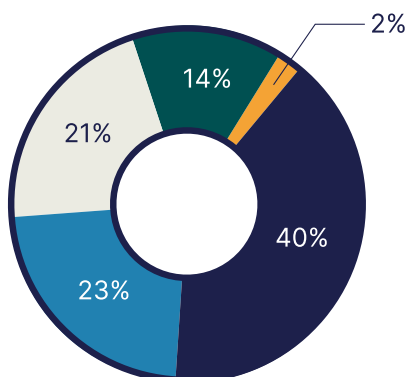
Who Attends?

ATD GEOGRAPHIC REPRESENTATION



45
STATES

Achieving the Dream's annual conference drew attendees from 45 states, the District of Columbia, New Zealand, South Africa, and the island of Guam.



ROLES OF DREAM ATTENDEES

- Faculty
- Staff
- President/Chancellor/CEO
- Dean/Director/AVP
- Cabinet 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, and placement of their table.**

Sponsorship Packages

PREMIER PLUS PACKAGE \$50,000 *(one sponsorship available)* •

Sponsorship of one Plenary Session

(Opening plenary not available)

- 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 and Chancellor Reception with 2-minute remarks
- Opportunity to host one 30-minute Innovative Collaboration Session with an ATD Network college
- Four conference registrations
- One table-top display area in a prominent, high-traffic location
- Access to a lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Pre- and post-conference access to DREAM attendee list (mailing addresses only)
- Custom wrap-up report
- One half-day seminar on AI during DREAM pre-conference (content

planned by sponsor in collaboration with ATD). Estimated time 3 to 4 hours. Preconference session includes:

- Signage on site
- Logo on registration site
- Logo inclusion in email to registered attendees regarding the upcoming pre-conference sessions
- Opportunity to host breakfast for a curated guest list of DREAM attendees

Brand recognition:

- Tabletop display with company logo
- Signage in main ballroom during a plenary session
- Prominent signage throughout convention center
- Inclusion in DREAM newsletter
- Logo on ATD's DREAM 2027 website
- Logo (with hyperlink) on DREAM 2027 conference registration site
- Logo and company description on mobile app
- Co-branded (with ATD) follow-up email to DREAM attendees on a DREAM-related topic of choice (subject to ATD approval)
- Social media thank you recognition

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

- **Sponsorship of one Plenary Session** *(Opening plenary not available)*
- Opportunity to host a client dinner with curated guest list of ATD attendees
- Opportunity to host the Opening Reception with 2-minute remarks
- Opportunity to host one 30-minute Innovative Collaboration Session with an ATD Network college
- Four conference registrations
- One table-top display area in a prominent, high-traffic location
- Access to a lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Custom wrap-up report

Brand recognition:

- Tabletop display with company logo
- Signage in main ballroom during a plenary session
- Prominent signage throughout convention center
- Inclusion in DREAM newsletter
- Logo on ATD's DREAM 2027 website
- Logo (with hyperlink) on DREAM 2027 conference registration site
- Logo and company description on mobile app
- Co-branded (with ATD) follow-up email to DREAM attendees on a DREAM-related topic of choice (subject to ATD approval)
- Social media thank you recognition

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

- **Sponsorship of one Plenary Session** *(Specific plenary TBD based on relevancy to sponsor)*
- Opportunity to host a small networking reception (breakfast or lunch)
- Opportunity to host one 30-minute Innovative Collaboration Session with an ATD Network college
- Three conference registrations
- One table-top display area in a prominent, high-traffic location
- Access to a lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Pre- and post-conference access to DREAM attendee list (mailing addresses only)
- Custom wrap-up report

Brand recognition:

- Tabletop display with company logo
- Signage in main ballroom during a plenary session
- Prominent signage throughout convention center
- Inclusion in DREAM newsletter
- Logo on ATD's DREAM 2027 website
- Logo (with hyperlink) on DREAM 2027 conference registration site
- 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 with an ATD Network college
- Three conference registrations
- One table-top display area in a prominent, high-traffic location
- Access to a lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Pre- and post-conference access to DREAM attendee list (mailing addresses only)
- Custom wrap-up report

Brand recognition:

- Tabletop display with company logo
- Prominent signage throughout the convention center
- Inclusion in DREAM newsletter
- Logo on ATD's DREAM 2027 website
- Logo (with hyperlink) on DREAM 2027 conference registration site

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 with an ATD Network college
- Three conference registrations
- One table-top display area in a prominent, high-traffic location
- Access to a lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Pre- and post-conference access to DREAM attendee list (mailing addresses only)
- Custom wrap-up report

Brand recognition:

- Tabletop display with company logo
- Prominent signage throughout the convention center
- Logo on ATD's DREAM 2027 conference website
- Logo (with hyperlink) on DREAM 2027 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

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

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

Brand recognition:

- Tabletop display with company logo
- Logo on step and repeat banner
- Prominent signage throughout the convention center
- Logo on ATD's DREAM 2027 conference website
- Logo (with hyperlink) on DREAM 2027 conference registration site
- Logo and company description on mobile app
- Social media thank you recognition

EXHIBITOR PACKAGE \$5,000 *(12 sponsorships available)*

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

Brand recognition:

- Tabletop display with company logo
- Logo on step and repeat banner
- Prominent signage throughout the convention center
- Logo on ATD's DREAM 2027 conference website
- Logo (with hyperlink) on DREAM 2027 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 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 demonstrates systemic, student-centered excellence; sustained, measurable impact on economic mobility and postcompletion outcomes; and practices embedded in culture and planning, producing durable, community-level 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
- Access to a lead retrieval app platform for attendee information capture
- Opportunity to participate in DREAM Passport Challenge (sponsor provides prize)
- Pre- and post-conference access to DREAM attendee list (mailing addresses only)
- Custom wrap-up report

Brand recognition:

- Premium table placement
- Step and repeat backdrop for table display
- Logo on step and repeat banner
- Prominent signage throughout the convention center
- Logo on ATD's DREAM 2027 conference website
- Logo (with hyperlink) on DREAM 2027 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 2027 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 2027 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 2027 attendees

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A La Carte Opportunities (cont'd.)

SPONSORSHIP OF DREAM RECOGNITION LUNCHEON \$25,000

- Recognition as the exclusive sponsor, which includes:
 - 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

SPONSORSHIP OF A POST-DREAM 2027 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)*

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A La Carte Opportunities (cont'd.)

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” EMAIL \$2,500**

OTHER CUSTOM OPTIONS AVAILABLE UPON REQUEST

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Sponsor Benefit Comparison

Principal Benefits	Premier Package \$50,000	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 name in Wi-Fi	●						
Sponsor of Opening Reception		●					
Sponsor of DREAM newsletter	●	●					
Sponsor of a Plenary	●	●	●				
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)	●	●	●	●			
Prominent signage throughout convention center	●	●	●	●	●		
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 23rd Annual Conference					
EASTERN TIME	Monday, February 1	Tuesday, February 2	Wednesday, February 3	Thursday, February 4	Friday, February 5
MORNING 7 a.m.–12 p.m.		Sponsor Move-in	Sponsor Booths on Display (All Day)	Sponsor Booths on Display (All Day)	Morning Concurrent Sessions
		Morning DREAM Pre-Conference Studios	Morning Plenary Session	Morning 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	Closing Plenary Session
		Afternoon DREAM Pre-Conference Studios	Afternoon Concurrent Sessions	Recognition Luncheon	
		Opening Plenary Session and Reception		Afternoon Concurrent Sessions	
				Sponsor Move-out	



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:

- Ascendium Education Group
- ACUE
- ACT
- Ad Astra
- Advantage Design
- Advising Success Network (NASPA)
- Amazon Web Services
- Anthology (Hobsons/ Starfish)
- Archer Education
- Aspire Institute
- Bank of America
- BibliU
- Campus Works
- Cengage
- Chase Bank
- Civitas
- Common App
- Coursera
- Courshedog
- DataKind
- Diverse: Issues in Higher Education
- EAB
- ECMC
- EdSights
- EdQuity
- Ellucian
- Element451
- ELumen
- EnGen
- ETS
- Franklin Covey
- Gates Foundation
- Genio
- Handshake
- Heliocampus
- Huron Consulting
- IBM
- Innovative Educators
- Inside Track
- Jack Kent Cooke Foundation
- Kyron Learning
- Lightcast
- Lumina Foundation
- Lumen Learning
- Mentor Collective
- Mongoose
- National Student Clearinghouse
- NACUBO
- Nearpod
- Ocelot Bot
- Phi Theta Kappa
- QuadC
- SignalVine
- Slate
- Sophia Learning
- Strategic Education
- Straia
- Stellic
- Swim Digital
- TargetX (Liasion International)
- TimelyCare
- Tutor.com
- UMGC
- Vital Source
- 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 and data 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 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 (240) 450-0075