ALAS
Association of Latino Administrators & Superintendents

EDUCATION CONCLAVE
LANGUAGE AND LITERACY: MITIGATING LEARNING LOSS

January 20-21, 2021 | Virtual Event

SPONSORSHIP BROCHURE

RESOURCEDEVELOPMENTTEAM@ALASEDU.ORG
WWW.ALASEDU.ORG
**Agenda at a Glance**

**Registration Price:**
- **Virtual Individual:** $49 Early Bird; $60 Regular
- **Virtual District Packages:** $1,000 for unlimited number of attendees

*Join us LIVE or plan your own PLC/PD day with the recorded workshops*

Registration will open 12/15/20

(Agenda times in EST)

**Wednesday, January 20, 2021**

3:00-3:10 PM  
Event Kick off & Welcome by ALAS President, Dr. Francisco Durán and ALAS Executive Director, Dr. Maria Armstrong and Emmanuel Caudillo, White House Initiative on Educational Excellence Hispanics

3:10-4:00 PM  
Plenary Panel: *Data Interpretation to Mitigate Learning Loss* with Dr. Don Austin, Chancellor Richard Carranza, Susana Cordova, Guadalupe Guerrero, Dr. Christina Kishimoto

4:15-5:00 PM  
Keynote(s): Dr. Cecilia Espinosa and Dr. Laura Ascenzi-Moreno:
*Using Translanguaging to Grow Multilingual Readers and Writers*

5:00-6:00 PM  
Social Hour: Featuring Empowerment Comedian Ernie G

**Thursday, January 21, 2021**

10:45-11:00 AM  
Day 2 Welcome

11:00-11:40 AM  
Keynote Part 1: Dr. Doug Fisher, *The Distance Learning Playbook, Grades K-12: Teaching for Engagement and Impact in Any Setting*

11:00-12:00 PM  
Break

12:00-12:40 PM  
Keynote Part 2: Dr. Doug Fisher

1:00-1:40 PM  
Deeper Dive: Dr. Nancy Frey

1:45-2:30 PM  
Lunch

2:30-3:20 PM  
Round 1 Breakout Sessions

3:30-4:20 PM  
Round 2 Breakout Sessions

4:30-5:15 PM  
Keynote Sponsored by Scholastic: *Lalo Alcaraz*  
Author, Artist, Cartoonist, Pocho

5:15-6:30 PM  
Closing
The Association of Latino Administrators & Superintendents (ALAS) is excited to host our Education Conclave! This event will be hosted virtually on January 20-21, 2021. Below are options for virtual sponsorships.

**Packages**

❖ **Diamond: $7,000 (Limited to 4 Sponsors)**
  ➢ Includes
  • Two attendee registrations
  • Opening Ceremony virtual sponsor recognition
  • Plenary Panel or Keynote Dr. Doug Fisher & Dr. Nancy Frey sponsor recognition
  • 1-minute video highlight during breakout session
  • Digital Swag Bag featured placement
  • Book sponsor recognition
  (first 50 attendees to register will receive book)

❖ **Platinum: $5,000 (Limited to 4 Sponsors)**
  ➢ Includes
  • Two attendee registrations
  • 1-minute video highlight during breakout session
  • Digital Swag Bag standard placement
  • Ernie G Keynote sponsor recognition
  • Ernie G inspirational keynote sponsor for a school district
  (first 2 school districts to register to attend LIVE workshops)

❖ **Gold: $3,000 (Limited to 4 Sponsors)**
  ➢ Includes
  • Two attendee registrations
  • 1-minute video highlight during Lunch
  • 1-minute video highlight during breakout session
  • Social Hour sponsor recognition

❖ **Literacy Tools Workshop: $2,500 (Limited to 5 Sponsors)**
  ➢ Includes
  • Three attendee registrations
  • (1) 50-minute virtual breakout session with school district partner
  • Digital Swag Bag standard placement

❖ **Additional Sponsor Attendee: $99**

To be a sponsor at our event, use this link [https://bit.ly/ALASEdConclave21](https://bit.ly/ALASEdConclave21) to submit your sponsorship form and receive an invoice.

For questions, contact the ALAS Resource Development Team: [resourcedevelopmentteam@alasedu.org](mailto:resourcedevelopmentteam@alasedu.org).