

The Campaign for
**GRADE-LEVEL
READING**

Sponsorship Guide & Benefits

GLR WEEK 2025

MEET THE MOMENT: FOCUS On The Gaps!

JULY 28–AUGUST 1

EdTech Institute

Exploring Technology-Enhanced
Teaching and Learning

TUESDAYS JUNE 24–JULY 22

July 28–August 1



GLR Week 2025

will feature a rich mix of **webinars** and **peer exchanges**, as well as a variety of **in-person** and **online sessions**, organized and hosted by **CGLR's nationwide network of state and community lead organizations** and **stakeholder coalitions**.

EdTech Institute

June 24–July 22

In the lead up to GLR Week, CGLR will host the **Technology-Enhanced Teaching and Learning (EdTech) Institute**, examining this “big bet” approach in assuring equitable academic recovery from pandemic-precipitated learning loss.

This month-long series of GLR Learning Tuesdays sessions will explore: how **AI and other technology tools are supporting learning** in the classroom, at home, and across communities; and efforts to expand **digital connectivity** to ensure **equitable access** to the benefits of **education technology**.



What's on the Agenda?

EdTech Institute

AI, Technology, & Education

CGLR's "*big bet*" on technology-enhanced teaching & learning as a critical strategy for addressing pandemic-related learning loss.*

**This commitment, announced during the pandemic, preceded the current wave of interest — and concern — around AI's role in education.*



GLR Week 2025

Solutions-focused sessions on:

- Early learning priorities
- Chronic absenteeism
- Reimagining “school choice” by centering parents and prioritizing student outcomes

Who's Attending GLR Week 2025 and the EdTech Institute?

350+ Community Coalitions

from across

46 States, Puerto Rico,

U.S. Virgin Islands, & Canada

GLR Week 2024 engaged more than **2,150 unique participants** from **all 50 states**, the **District of Columbia**, **Puerto Rico**, & the **U.S. Virgin Islands**.

More than **130 school districts** and **450 program partner organizations** were represented.

Our Audience

-  Local Funders
-  State & Community Coalition Leads
-  Program Partners
-  Early Childhood Leaders
-  Education Professionals
-  Health & Human Services Professionals
-  Researchers
-  Policymakers
-  Advocates

Outreach and Engagement

Our Reach: CGLR's LEO audience is drawn from a robust, knowledgeable, and influential nationwide network of educators, civic leaders, leading practitioners, thought leaders, philanthropic organizations, and funders. Through partnerships with CGLR, investors can benefit from:



Email Subscribers

Highly Curated Lists
for Email Promotion

28,000+ subscribers
representing
3,700+ K-12 districts,
66,000 schools &
2,000+ funding
organizations



Social Media

Active Social Media
Presence

22,600+ Twitter/X
7,300+ Facebook
1,550+ LinkedIn
(launched 2021)
15,600+ YouTube
annual views



Webinars

Well-Attended
Sessions

Each session averages
200–400+
live attendees
Up To 1,200
registrants
63% open follow-up
w/ webinar recording



Community

Engaged &
Growing Network

1,439+ LEO “faculty”
Panelists
1,350+
“frequent fliers”
(10+ webinars)

Sponsorship Benefits

\$25,000

PLATINUM TIER

- Opportunity to nominate a panelist
- Prominent placement of logo on event website
- Logo on all promo/follow-up emails for GLR Week *and* EdTech Institute
- Featured acknowledgment during all sessions
- Special acknowledgment on social media

\$15,000

GOLD TIER

- Logo on event website
- Logo on all promo/follow-up emails for GLR Week *or* EdTech Institute
- Acknowledgment during all sessions
- Social media post thanking all sponsors

\$7,500

SILVER TIER

- Logo on event website
- Logo on one session promo during either GLR Week *or* EdTech Institute
- Acknowledgment in one session during either GLR Week *or* EdTech Institute
- Social media post thanking all sponsors

Sponsorship Criteria

Sponsors must meet the following criteria to be eligible for partnership:

- ✓ **Brand Alignment**
Sponsor's values and services must align with the goals and target audience of CGLR.
- ✓ **Financial or In-Kind Contribution**
Sponsor must commit to a minimum level of support.
- ✓ **Commitment to Deadlines**
All sponsorship materials (logos, banners, content) must be submitted by specified deadlines.

Sponsorship Deadlines:	Commitment	June 1, 2025
	Logo Submission	June 15, 2025
	Payment Due	July 1, 2025

Contact Us

For Sponsorship Inquiries:

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