2020 LANGUAGE ADVOCACY DAY
SPONSORSHIP PACKAGES

	AMBASSADOR	DIGNITARY	DIPLOMAT	SUPPORTER
	$7,500.00	**$4,000.00**	**$2,500.00**	**$1,500.00**
Free Event Registration(s)!	**4 Free Registrations** *(+$1000 Value)*	**3 Free Registration** *($780 Value)*	**2 Free Registration** *($520 Value)*	**1 Free Registration** *($260 Value)*
Recognition In Program Guides!	**Logo & Name Inside Front OR Back Cover** *($1000 Value)* *AND* **Full-Page Profile** *($500 Value)*	**Half-Page Profile** *($300 Value)*	**Quarter-Page Profile** *($200 Value)*	**Logo & Name** *($100 Value)*
Speaking Opportunities!	**Speaking Opp.** *Thursday AND Friday*	**Speaking Opp. on** *Thursday OR Friday*	**Podium Recognition** *All Events*	**Podium Recognition** *All Events*
Recognition On All Online Platforms!	**Yes!**	**Yes!**	**Yes!**	**Yes!**
Opportunity To Distribute Materials!	**Yes!**	**Yes!**	**Yes!**	
Recognition On Posters At All Events!	**Yes!**			
Limited Availability!	**Only 2 Available!**	**Only 3 Available!**		

ADDITIONAL OPPORTUNITIES!*

- ~~*Tote Bags*~~
- ~~*Name Tag Lanyards*~~
- Thursday Evening Reception (full or partial)
- Friday Lunch (full or partial)
- Student Scholarship Sponsorships
- Coffee Break #1 (Thursday AM)
- Coffee Break #2 (Friday AM)
- Coffee Break #3 (Friday PM)
- Program & Advocacy Guides (full or partial)
- Tote Bag Inserts
- Spread, 2-page Ad in Program Guide
- Full Page Ad Program Guide
- 1/2 Page Ad in Program Guide
- 1/4 Page Ad in Program Guide

**Past sponsors receive first right of refusal; otherwise, first-come-first-served. Can be combined with above sponsor packages for reduced pricing. Please contact us for more information (tcalvin@languagepolicy.org).*

Joint National Committee for Languages · National Council for Languages and International Studies
4600 Waverly Ave., 3rd Floor • Garrett Park, MD 20896
202-580-8684 | www.languagepolicy.org

LANGUAGE ADVOCACY DAY 2020

February 6-7, 2020 | Hyatt Regency Capitol Hill, Washington, DC

OUR MISSION

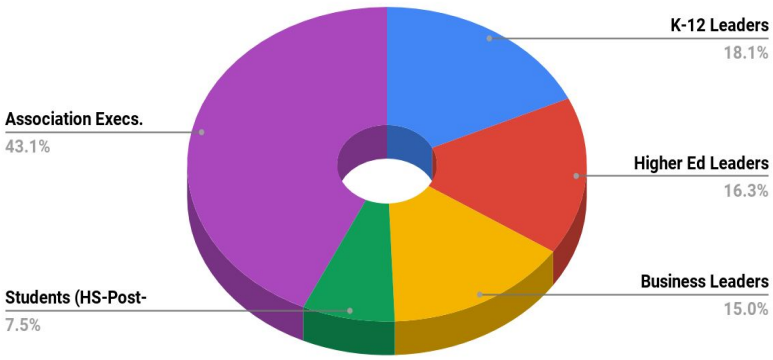
The **Joint National Committee for Languages (JNCL)** represents the interests of the Language Enterprise to the United States government in Washington, DC, and shapes national policy for America's Languages.

OUR ATTENDEES

Language Advocacy Day is a one-of-a-kind, annual Capitol Hill visit hosted by JNCL-NCLIS in Washington, DC. At its core, Language Advocacy Day is about promoting the Language Enterprise to policymakers in power through building relationships and awareness ofthe role language plays in the national interest. Coming to DC and exercising your 1st Amendment right to ask your elected representatives to act builds long-term relationships in Congress, helping to transform our specific policy recommendations into legislative action. With one voice, our members raise the profile of the Language Enterprise to those in power as an indispensable resource to our national well-being.

Each year around 150-175 language professionals of all stripes—*teachers, translators, interpreters, developers, researchers, language company owners, and many more*—come to learn about policy, train on organizing tactics, and advocate for language education. Around 43% are association executives; 18% are K-12 leaders; 16% are from Post-Secondary; 15% are business leaders; 7% are students—and 100% are leaders in their local arena.

2019 Attendance Breakdown



OUR THEME

Our theme is "*America's Languages: Investing in Language Education in the 21st Century*" JNCL-NCLIS is an integral partner of the ***America's Language Working Group*** of the American Academy of Arts and Sciences. The group's mandate spans several years, and will undertake a series of collaborative activities in support of America's Languages: Investing in Language Education in the 21st Century, the final report of the Commission on Language Learning, released in Feb. 2017.

TENTATIVE AGENDA

All activities will center around the Hyatt Regency Hotel, Capitol Hill in downtown Washington.

	Wednesday, Feb. 5th	Thursday, Feb. 6th	Friday, Feb. 7th
Breakfast	---	Provided*§	Provided*§
Morning	---	Advocacy Training*§	JNCL-NCLIS Delegate Assembly & Business Meeting*§
Lunch	---	Provided*§	Provided*§
Afternoon	JNCL-NCLIS Board Meeting	Capitol Hill Meetings	Info Sessions*§
Coffee Breaks	Provided*	Provided*	Provided*
Evening	New Advocate Reception*§	President's Reception & Award Ceremony*§	---

Indicates **EXCLUSIVE opportunities* *§ Indicates **SPEAKING** opportunities*

PAST KEYNOTES SPEAKERS (SINCE 2012):

- Ann B. Friedman (Planet Word Museum)
- Amy Anderton (World Language Supervisor, DISD)
- Lenna Aoki (Counsel, Sen. Brian Schatz)
- Mohamed Abdel-Kader (Executive Director, Stevens Exchange Aspen Institute)
- José Viana (Deputy Assistant Secretary, Office of English Language Acquisition)
- Trevor Gunn (SVP of Medtronic)
- Ray Clifford (Director of the Language Center, Brigham Young University)
- Sonia Zamborsky (Director of Localization and Globalization, Marriott Corporation)

But don't just take our word for it! *See what our attendees have to say:*

A Day in the Life of A Language Advocate, 2019
(http://bit.ly/LADvid2019)

MAKE A DIFFERENCE: BECOME A SPONSOR

As our society continues to become more and more global, **Language Advocacy Day is creating *real change* for the students and the workforce of the 21st century economy.** By supporting the theme, you can connect with change-makers and become a partner in making language a priority in this country.

How Language Advocacy Day facilitates **REAL policy change** in Washington since 2012:

- +$25 million increase in federal funding language programs;
- +$250 million preserved in federal funding for programs threatened with reductions or elimination;
- 3 new programs created;
- Expansion and increased coordination of state Seals of Biliteracy movement;
- Introduction of 10 pieces of legislation, including the World Language Advancement and Readiness Act, the Senator Paul Simon Study Abroad Act, the Esther Martinez Native American Languages Preservation Act, and the Reaching English Learners Act.

For more information email Mr. Trey Calvin (tcalvin@languagepolicy.org)