

## What is it?

In 2012, ECTAC launched the Exceeding Expectations (E2) Project. Each year, using the FDOE School Grade database, an ECTAC analysis team identifies Title I schools that are showing significant progress in improving student achievement. Schools with 50% to 100% of students who qualify for free or reduced lunch are identified. Schools are then visited by a team of ECTAC members. After careful review of data and notes from observations and interviews that occurred during our site visits, schools are selected as either a Finalist or Award School.

- ◇ Presentations - During breakout sessions, Award Schools present best practices they feel have had a direct effect on their student achievement.
- ◇ Award Ceremony - Award Schools are celebrated at a red carpet event (included with sponsorship).

ECTAC provides technical assistance to a network of 46 school districts across the state of Florida regarding selective programs contained in the Elementary and Secondary Education Act (ESEA).

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## 2021 Exceeding Expectations Conference

October 21 & 22, 2021  
Omni Orlando Resort  
at ChampionsGate



**"This conference is GOLD! No matter your role, level or need, you will leave with nuggets of applicable greatness!"**  
E2 Attendee



School Board Members

Karen Almond

Tina Calderone, Ed.D.

Kristine Kraus

Amy Pennock

Abby Sanchez

Incoming Superintendent

Serita Beamon



## Why Sponsor?

An awards program such as this would not be possible without the support of the many wonderful companies whose programs help the schools attain their goals.

Sponsoring the 2021 ECTAC Exceeding Expectations (E<sup>2</sup>) Conference provides sponsors with the opportunity to reach a very targeted market of Education Professionals including...

- ⇒ Principals
- ⇒ Instructional Coaches
- ⇒ District Administrators
- ⇒ Family Engagement Specialists
- ⇒ Curriculum Specialists
- ⇒ Extended Learning Coordinators
- ⇒ RtI/MTSS Coordinators

This isn't your average conference! Build relationships with your customers by taking part in this upbeat, celebratory event.



***“One of the best educational conferences I ever attended in the 30 years of my educational tenure!”***

## 2021 Sponsorship Levels

### Platinum Sponsorship - \$3,000

(Limited number)

Sponsors at this level will receive a 1 hour breakout session. Presentation topic must be an evidence based strategy or product to improve student achievement, parent and family engagement, or other ESSA area of focus. Sponsors at this level will also receive two exhibit tables; priority table placement; two registrations; priority seating at the awards banquet; recognition from the podium during the opening session and at the awards banquet; and a full page color ad in the program book. May register additional representatives.

### Gold Sponsorship - \$2,000

Sponsors at this level will receive two exhibit tables; two registrations; priority seating at the awards banquet; recognition from the podium during the opening session and the awards banquet; and a 1/2 page color ad in the program book. May register additional representatives.

### Silver Sponsorship - \$1,500

Sponsors at this level will receive one exhibit table; one registration; recognition from the podium during the opening session and the awards banquet; and a 1/2 page black and white ad in the program book. May register additional representatives.

### Bronze Sponsorship - \$1,000

Sponsors at this level will receive one exhibit table; one registration; recognition from the podium during the opening session; and a 1/4 page black and white ad in the program book. May register an additional representative.

## How to Sponsor?

We hope you take advantage of the opportunity to be a part of recognizing and rewarding some of our most challenging schools that are making it work and exceeding expectations.

Registration, payment, and hotel reservations can be completed through on our website, <http://www.ectacl.net/sponsors-2021.html>

Once registered, send your ad in pdf, Publisher, Word, png, or jpeg to [celine\\_smith@scps.us](mailto:celine_smith@scps.us). Submit logo for the website in jpg or png.

Of course you can always call us directly to make arrangements as well. We look forward to seeing you in October!

***“I learned a lot and made great contacts. It reignited the fire within!”***

