



EAST Conference 2027

Sponsorship & Partnership Opportunities

Hot Springs Convention Center

March 16-18, 2027

EASTconference.org

Partner. Connect. Invest in What's Next.

Connect your company with 3,000 students, educators, corporate partners, colleges, and community leaders from across the EAST network.



ABOUT EAST

A Track Record Your Company Can Build On

EAST's mission is to provide an environment that fosters relevant, individualized life-changing experiences through service and technology.

EAST began in a single classroom at Greenbrier High School in 1995. Three decades later, it has grown into a network of 230 school-based programs across Arkansas and Oklahoma.

230

programs in
schools across
Arkansas and
Oklahoma

22,000+

students
served
each year

337,000+

students
served since
1995

43,000+

service hours
yearly

\$1M+

technology
invested
annually

Why Partnership Matters

EAST students use professional technologies and develop problem-solving, communication, collaboration, and technical skills valued across industries. A partnership with EAST is an investment in outcomes that matter directly to your business: a stronger local talent pipeline, a visible community presence, and employees who feel genuinely connected to where they live and work.

What Your Investment Builds

EAST students use industry-standard tools, such as ArcGIS, Adobe Creative Cloud, CAD and 3D design software, Unreal Engine and Unity, and microcomputer-based electronics, to build real solutions to real community problems. Corporate partnerships help make this transformative experience possible for students across the EAST network.



\$360

The cost for one student to experience EAST Conference.

Sponsorship Level	Price	Number of Students Your Investment Reaches
Investment Sponsor	\$2,000	5 Students
Service Sponsor	\$3,500	9 Students
Future Workforce Engagement Sponsor	\$5,000	13 Students
Future Workforce Engagement Sponsor (upgrade)	\$6,500	18 Students
Collaboration Sponsor	\$10,000	27 Students



Seven Ways Partnership Works for You

- 1. Student & community outcomes.** Your investment funds a real, measurable student experience.
- 2. Alignment with your priorities.** Build a partnership around causes your company already invests in.
- 3. Employee engagement.** Judging student projects is EAST's most direct, ready-made way to connect your team.
- 4. Workforce & talent pipeline.** Meet students already fluent in the tools your industry runs on.
- 5. Brand visibility & storytelling.** Recognition tied to a real story carries more weight than a logo alone.
- 6. Flexible ways to give.** Cash, in-kind technology, professional expertise, or employee time.
- 7. A relationship that can grow.** Every level includes a path to a multi-year, price-locked partnership.

Tool	Where It Matters
ArcGIS	Environmental science, urban planning, emergency mgmt, logistics
CAD & 3D Design Tools	Architecture, construction, industrial design, prototyping
Adobe Creative Cloud	Graphic design, marketing, publishing
Unreal Engine & Unity	Game development, simulation, interactive media
Raspberry Pi & Arduino	Engineering, robotics, microcomputing, advanced manufacturing



Sponsorship Levels: Four Ways to Partner

Benefits are cumulative. Each sponsorship level includes all benefits offered at the levels below it, plus the additional benefits shown.

	Collaboration	Future Workforce Engagement	Service	Investment
Sponsor Benefit	\$10,000	\$6,500* \$5,000*	\$3,500	\$2,000 - corporate/general \$1,000 - higher education \$600 - nonprofit
Exhibit Booth	Expanded	Standard (expanded available)	Standard	Standard
VIP Registrations	Up to 6	2 (up to 6 at \$6,500)	2	2
Standard recognition: signage, 1-yr website logo + link, digital badge, student gamification	●	●	●	●
Recognition during Opening & Closing Sessions	Individual, named + 60-sec video	Individual, named + 30-sec video	Grouped, logo only	Grouped, logo only
Expanded visibility: event t-shirt, app/registration/email logo, press release & social	●	●	●	
Signature Session panel presenter eligibility	●	●	●	
Judges commitment	Priority Group 3-4	Priority Group 3-4	Judges Pool Invitation	
Hands-on booth activation support	●	●		
Opportunity to host a student training (2027-28 school year)	●	●		
Premium visibility: Perspectives ad for one issue, name-badge logo, and eligibility to be a standalone Signature Session presenter	●			

*Future Workforce Engagement - three ways to configure

Sponsor Benefit	Expanded Booth	Standard Booth	No Booth- Judging
Price	\$6,500	\$5,000	\$5,000
Exhibit Booth	Expanded	Standard	None
VIP Registrations	Up to 6	2	2
Judges Commitment	Group of 3-4	Group of 3-4	10-15 dedicated spots

Multi-Year Partnership

Commit to a 2- or 3-year partnership at any level, and your rate stays locked for the full term. Looking for something outside these levels? Custom partnership opportunities are also available; let's talk about what fits your priorities.



Limited - Availability Sponsorships

These opportunities are sold individually, not as part of the sponsorship ladder, because of real scarcity.



High School Brunch

\$5,000 - 2 available

- Everything in Investment Sponsor
- Individual named recognition, own slide
- 30-second sponsor video
- Exclusive host of the Brunch, up to 75 students
- Sponsor rep on a breakout-session panel
- Priority renewal for current sponsors



Student Leadership Sponsor

\$3,000 (\$2,000 Higher Ed) - 4 available

- Everything in Investment Sponsor
- Logo on the Retreat t-shirt
- 10-minute speaking opportunity at the February 15-16, 2027 Retreat

\$329

The cost for one student to experience
Student Leadership Retreat

Deadline for Student Leadership Sponsor commitment: January 13, 2027



Sponsor a Student Competition

\$1,000 - 5 available

- EAST provides the competition prize
- 1-year EAST website logo + link
- Signage in the competition area
- Group recognition, dedicated slide during general sessions



EAST Fusion Sponsor

\$3,500 - 1 available

- Everything in Investment Sponsor
- Exclusive sponsor of EAST Fusion
- Branded activities at Fusion
- Its own dedicated recognition slide

Ways to Give Beyond Cash

Sponsorship isn't only a check. EAST's current in-kind priorities include printing and signage, transportation or lodging, professional expertise, giveaways or prizes, media or advertising, and employee volunteers.



Employee Engagement

Give Your Team a Real Way to Connect

115

judges EAST needs every year — the most direct, lowest-lift way for your team to spend real time with EAST students

A group of 3–4 employees visits 6–10 student booths on Wednesday, March 17, 2027, from 9 a.m. to 3 p.m., listens to each project, and scores it against a rubric. No special expertise is required. Companies who want a bigger role can send an expanded group of 10–15 judges as part of a Future Workforce Engagement Sponsorship, in place of an exhibit booth.

Other Ways to Contribute

- Serve on a Signature Session panel
- Host career conversations with students at your booth
- Provide pro bono professional expertise

Host a Student Training: 2027–2028 School Year

Collaboration and Future Workforce Engagement Sponsors can host a hands-on training session for EAST students at their organization or at the EAST main office in Little Rock during the 2027–28 school year, extending your partnership beyond Conference. Send one or two of your organization's subject-matter experts to lead a training on the technology your industry uses. Each training typically hosts 25–30 students from various programs across the state. The students take what they learn back to teach their own EAST classmates.

Keeping Students Safe

Corporate partners exhibiting at Conference interact directly with students at their booth in the usual ways: sharing information, connecting for follow-up, and photographing their booth for social media. Students who haven't consented to photos are marked with a no-camera icon on their name badge, and sponsors should honor that marking. For more sustained work with students beyond Conference, such as a 2027–28 school-year training, EAST requires background checks, training, and supervision, and all student-facing activity is approved by EAST's Director of Training.



Next Steps: Let's Build This Together

The best partnerships start with the right fit.



STEP ONE

Explore the opportunities and select the sponsorship that best fits your organization.



STEP TWO

Submit your commitment form or reach out for a short, no-pressure conversation if you would like guidance.



STEP THREE

You confirm your commitment, and we handle the details.

Contact

Bethany Howell, Director of Development

501.371.5029

development@eaststaff.org

2027 Key Dates

- **January 13, 2027** - Student Leadership Sponsor commitment deadline
- **February 1, 2027** - Sponsorship commitment, merchandise, and name-badge placement deadline
- **February 15, 2027** - Signature Session panel commitment deadline
- **February 15 - 16, 2027** - Student Leadership Retreat
- **Wednesday, March 17, 2027, 9 am - 3 pm** - Student Showcase judging

Sponsors who commit after these deadlines may not receive all printed benefits, such as signage or t-shirts. Committing before these dates ensures you receive the full benefits included in your sponsorship package.

What You Can Expect From EAST

- A personal thank-you soon after your commitment
- Clear communication about what's included, before you commit
- A renewal outreach that starts with what's changed for you
- First right of refusal on your same opportunity the following year
- Regular touchpoints throughout the year, not just at renewal time
- For High School Brunch sponsors, a standing offer to renew before it opens to anyone new — commit by **December 18, 2026**, or the slot opens to new prospects

EAST CONFERENCE 2027 SPONSORSHIP/EXHIBITOR COMMITMENT FORM



Sponsorship of EAST Conference supports the mission of EAST Initiative

Company Name _____

How you would like to be recognized if different from above _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____ Phone # _____

Email _____ Web Address _____

I would like to become a sponsor at the following level:

- | | |
|--|--|
| ☐ Collaboration Sponsor - \$10,000 | ☐ Exclusive EAST Fusion Sponsor - \$3,500 |
| ☐ Future Workforce Engagement Sponsor | ☐ Sponsor a Student Competition - \$1,000 |
| ☐ \$6,500 - expanded booth | ☐ Investment Sponsor |
| ☐ \$5,000 - standard booth | ☐ \$2,000 – Corporate / General Rate |
| ☐ \$5,000 - no booth, expanded Judges group | ☐ \$1,000 – Higher Education Institutions |
| ☐ Student Leadership Sponsor- \$3,000/\$2,000 (Higher Ed) | ☐ \$600 – 501(c)(3) Nonprofit Organizations |
| ☐ Exc. High School Brunch Sponsor- \$5,000 | |
| ☐ Service Sponsor- \$3,500 | |

Does your organization plan to use the exhibit booth included with your sponsorship?

- ☐ **Yes** (If yes, booth details and placement preferences will be coordinated after we receive your commitment form.)
- ☐ **No**
- ☐ I'd like to provide a Judges group on Wednesday, March 17 - number of employees committed: _____

I am unable to sponsor this year but want to make a general donation to EAST Conference: \$ _____

Sponsor Payment

- ☐ Check enclosed (payable to EAST Initiative)
- ☐ Please Invoice: (email): _____

Signature: _____

This signature authorizes EAST Initiative to invoice the above stated and agreed upon amount. This commitment with payment to be made by check or online on or before **March 18, 2027**.

Sponsorship/Exhibitor full benefits deadline Feb 1, 2027

Student Leadership Sponsor commitment deadline Jan 13, 2027

Checks can be mailed to EAST Initiative, EAST Conference, 6215 Ranch Drive, Little Rock, AR 72223

For all others, email the 2027 EAST Conference Sponsorship/Exhibitor Form to development@eaststaff.org

Fill out this form online: <https://eastlink.me/SupportEASTcon27>

Environmental and Spatial Technology, Inc (EAST) is a charitable organization as described in section 501(C)(3) of the Internal Revenue Code; EIN# 71-0863568. As such, contributions are generally tax-deductible to the extent allowed by law.

In accordance with Internal Revenue Service guidelines, EAST maintains discretion and sole control over the use of all donated funds once a tax-deductible receipt is issued. EAST honors the donor's request for any of our pre-approved programs and projects whenever possible. In rare cases when that is not possible, gifts will be used where needed. Therefore, donors explicitly release EAST from any restrictions on how those funds are spent.