



# Become a CAEL Collaborator!

## Looking to invest your sponsorship dollars beyond our annual conference?

This year-long sponsorship package for CAEL partners is designed for maximum impact, offering enhanced value and exposure that goes beyond traditional sponsorships.

Become a CAEL Collaborator to engage and connect with CAEL members (postsecondary institutions, workforce solutions, organizations and individuals) who are passionate about supporting adult learners along their journey to academic and career success. CAEL Collaborators are seen as solution providers – those working to solve challenges facing adult learners: postsecondary education institutions and workforce organizations. CAEL Collaborators support and align with CAEL's mission & vision.



- Build a sustained presence with a Year-Long Partnership, providing four strategic touchpoints to connect with a powerful network of higher education leaders, workforce organizations, and employers. This multi-phase engagement ensures your brand remains top-of-mind with key decision-makers across the entire adult learning and workforce ecosystem.

- Experience the only conference of its kind that helps postsecondary professionals and institutions understand and implement programs designed to help adult learners succeed.



- CAEL has a strong legacy of attracting leaders from higher education, workforce, industry, and other nonprofits that support CAEL's mission to align learning and work so that adults achieve continuous, long-term career success.

- Connect with our 5000+ strong CAEL membership. **Learn more about CAEL's membership.**



## YEAR-LONG SPONSORSHIP OPPORTUNITY

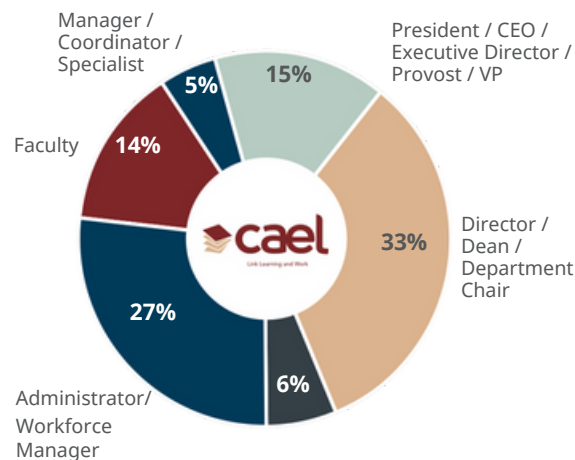
This year-long sponsorship package for CAEL partners is designed for maximum impact, offering enhanced value and exposure that goes beyond traditional sponsorships. We're committed to your success, providing a comprehensive strategy that includes:

- **Quarterly Check-ins:** We'll connect with you each quarter to ensure your partnership is thriving and to strategize for upcoming opportunities.
- **Flexible Benefit Selection:** Tailor your touchpoints throughout the year! You can choose benefits quarterly to align with your evolving goals.

## CAEL MEMBERS & ATTENDEES SEEK SERVICES AND SOLUTIONS TO ENHANCE THEIR WORK IN SUPPORTING ADULT LEARNERS AND WORKERS:

- Technology and resources for knowledge and skills assessment, Innovative
- workforce training programs and certifications
- Enrollment marketing strategies and services to attract adult learners
- Tools and tools for online and in-person teaching and learning
- Professional development resources for faculty, staff, and administrators
- Mission-driven organizations solving challenges that face adult learners and workers
- Online learning options for course development to enhance and supplement current degree programs
- Industry certification training, stackable learning pathways, digital badges, and microcredentials
- Innovative career exploration tools that support adult learners in the workforce

## CONFERENCE & EVENTS ATTENDEES FROM POSTSECONDARY EDUCATION, WORKFORCE AND INDUSTRY ORGANIZATIONS



# YEAR-LONG SPONSORSHIP OPPORTUNITY

CAEL Collaborator  
[cael.org](https://cael.org)

## Introductory Level: \$10,000

This foundational package provides diverse engagement opportunities throughout the calendar year:

| QUARTER ONE   | QUARTER 2  | QUARTER 3   | QUARTER 4  | Year-Round  |
|---|--|---|--|---|
| <b>Strategic, Targeted Engagement</b> <ul style="list-style-type: none"><li>Schedule a webinar or virtual focus group at your convenience, allowing you to connect directly with our audience on a topic of your choice.</li><li>CAEL will promote the event broadly with our network of members and subscribers.</li></ul> | <b>Spring Convening</b> <ul style="list-style-type: none"><li><b>Event Presence:</b> Receive one complimentary registration to our Spring Convening.</li><li><b>Brand Visibility:</b> Your logo will be prominently displayed in event emails, signage, and other promotional materials.</li></ul> | <b>Thought Leadership</b> <ul style="list-style-type: none"><li>Distribute a guest blog post or whitepaper to our network of members and subscribers to CAEL's blog, Pathways, once you become an annual CAEL sponsor, solidifying your expertise and providing valuable resources.</li><li>This can be shared anytime during the year and CAEL staff can assist with developing the content.</li></ul> | <b>Annual CAEL Conference</b> <ul style="list-style-type: none"><li><b>Premier Access:</b> Gain two complimentary registrations to the annual CAEL Conference.</li><li><b>High-Impact Recognition:</b> Your logo will be featured prominently on signage throughout the conference.</li><li><b>Key Exhibition:</b> Secure an exhibit booth at the conference to maximize your visibility and networking.</li></ul> | <ul style="list-style-type: none"><li>Your logo will be displayed on the CAEL website for continuous brand recognition.</li><li>Unlock premier benefits with an Organizational Membership for up to 15 individuals. Your team will gain full access to all CAEL member perks, including our exclusive Member Hub, ensuring your staff stays connected to the latest resources and a national network of peers. All participants must adhere to CAEL's Membership Terms and Conditions</li></ul> |

## Enhance Your Reach: À La Carte Add-Ons

Maximize your impact with these additional opportunities, available to you at a 50% discount, reflected below:

- Conference Workshop:** Lead a specialized workshop at the CAEL Conference for \$5,000.
- Networking Lounge:** Host a networking session at a Spring Convening event for \$2,500.
- Conference Award:** Align your brand with excellence by sponsoring an award for \$2,500.
- General Session:** Command attention by sponsoring a general session for \$10,000.

Check out our [2026 Virtual Convening](#) and [2026 CAEL Conference](#) prospectus to unlock other sponsored opportunities, available to you at a 50% discounted rate.

**Become a Collaborator**

About CAEL: Recognizing that adult learners are the backbone of the U.S. economy, CAEL helps forge a clear, viable connection between education and career success, providing solutions that promote sustainable and equitable economic growth. CAEL opens doors to opportunity in collaboration with workforce and economic developers; postsecondary educators; employers and industry groups; foundations and other mission-aligned organizations. By engaging with these stakeholders, we foster a culture of innovative, lifelong learning that helps individuals and their communities thrive. A national, nonprofit membership organization established in 1974. Learn more at [cael.org](https://cael.org) and [stradacollaborative.org](https://stradacollaborative.org).

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