



**LITERACY  
RESEARCH  
ASSOCIATION**

# **Sponsorship Prospectus**

**75th ANNUAL CONFERENCE**

**December 3 – December 6, 2025**

**Las Vegas, NV**

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## About the Annual Literacy Research Conference

The Annual Literacy Research Conference is the premier event hosted by the Literacy Research Association (LRA), a non-profit professional organization. LRA is comprised of individuals who share an interest in advancing literacy theory, research, and practice. We are a community that engages in research and dialogue pertaining to literacy and related topics. We support the professional development of emerging and established scholars. We advocate research-informed improvements in education. We seek high-quality research and discussions of important theoretical or methodological issues.

The Annual Conference program consists of keynote addresses by distinguished speakers, symposia, paper sessions, research reviews of current trends and issues, round tables, poster sessions, and alternative format sessions.

**Event Name:** LRA 75<sup>th</sup> Annual Conference

**Date:** December 3<sup>rd</sup> – December 6<sup>th</sup>, 2025

**Venue:** Planet Hollywood Las Vegas Resort & Casino, Las Vegas, NV

**Theme:** “Civil Literacies: Cultivating Productive Action Across Differences and Divides”

## Who Will Attend?

A community of scholars dedicated to promoting research that enriches the knowledge, understanding, and development of lifespan literacies in a multicultural and multilingual world. Attendees are committed to ethical research that is rigorous, methodologically diverse, and socially responsible. Attendees predominately include university professors and doctoral students from across the US and several international countries. Additional attendees include researchers from think-tanks and research centers as well as teachers and policymakers.

## Who Should Sponsor?

- Publishing houses
- Colleges & Universities
- Literacy Programs
- Corporate organizations that align with LRA’s mission

## Sponsorship Opportunities

Sponsor Benefits	Wi-Fi Sponsor	Mobile App Sponsor	Headquarter Hotel Room Key Sponsor	Plenary Session Sponsors	Platinum Sponsors	Diamond Sponsors	Teacher Sponsor*	Gold Sponsors	Silver Sponsors	Bronze Sponsors
<b>Cost to Participate</b>	\$20,000	\$6,000	\$6,000	\$7,500	\$5,000	\$3,500	\$2,000	\$2,000	\$1,000	\$500
<b>Signature Event Level Recognition</b>	✓	✓	✓	✓	X	X	X	X	X	X
<b>Limit to number of companies that can participate</b>	2	1	1	6	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
<b>Special recognition with company logo</b>	Logo on Wi-Fi login page	Logo on Splash page	Logo printed on room key;  *additional production costs will apply	X	X	X	X	X	X	X
<b>Hyperlinks to company, product, services &amp; literature</b>	✓	✓	✓	✓	✓	✓	X	X	X	X
<b>Recognition in Promo Brochure</b>	Logo	Logo	Logo	Logo	Logo	Name Only	Name Only	Name Only	Name Only	Name Only

<b>Recognition in Conference Promotional E-blasts</b>	5 total; Logo	5 total; Logo	5 total; Logo	5 total; Logo	3 total; Logo	3 total; Logo	3 total; Name Only	3 total; Name Only	X	X
<b>Sponsor Benefits</b>	<b>Wi-Fi Sponsor</b>	<b>Mobile App Sponsor</b>	<b>Headquarter Hotel Room Key Sponsor</b>	<b>Plenary Session Sponsors</b>	<b>Platinum Sponsors</b>	<b>Diamond Sponsors</b>	<b>Teacher Sponsor*</b>	<b>Gold Sponsors</b>	<b>Silver Sponsors</b>	<b>Bronze Sponsors</b>
<b>Cost to Participate</b>	\$20,000	\$6,000	\$6,000	\$7,500	\$5,000	\$3,500	\$2,000	\$2,000	\$1,000	\$500
<b>Recognition on Conference Website</b>	Logo	Logo	Logo	Logo	Logo	Logo	Name Only	Name Only	Name Only	Name Only
<b>Recognition in the Conference Program</b>	Logo	Logo	Logo	Logo	Logo	Logo	Name Only	Name Only	Name Only	Name Only
<b>Recognition on Signage On-Site</b>	Logo	Logo	Logo	Logo	Logo	Logo	Name Only	Name Only	Name Only	Name Only
<b>Recognition on Conference Social Media</b>	Commitment "Thank You"	Commitment "Thank You"	Commitment "Thank You"	Commitment "Thank You"	Commitment "Thank You"	Commitment "Thank You"	X	X	X	X
<b>Banner Ad in Mobile App</b>	1	X	X	X	X	X	X	X	X	X

**\*Teacher Sponsor:**

As a Teacher Sponsor of our Annual Conference, you will have the distinguished opportunity to directly support K-12 teachers, the backbone of our educational community. Your generous contribution will ensure that deserving teachers have the chance to participate in a night of celebration and recognition for their unwavering dedication and hard work.

Your sponsorship will cover the hotel accommodation and travel expenses for a K-12 teacher, enabling them to attend the special Teacher Appreciation Night.

**\*Meal Sponsor:**

As a Meal Sponsor of our Annual Conference, your sponsorship will directly contribute to providing a high-quality dining experience for conference attendees, ensuring a memorable and enjoyable event.

**Sponsorship Options:**

1. **Breakfast Sponsorship: \$8,000**
  - Exclusive branding for the breakfast session in the conference app, website, and social media.
2. **Lunch Sponsorship: \$10,000**
  - Exclusive branding for the lunch session in the conference app, website, and social media.
3. **Dinner Sponsorship: \$15,000**
  - Exclusive branding for the dinner session in the conference app, website, social media, and the conference program.

**Plenaries Available for Sponsorship**

Wednesday, December 3, 2025

4:45pm – 6:00pm | Presidential Address

Thursday, December 4, 2025

10:15am – 11:45am | Oscar S. Causey Award Address

4:45pm – 6:00pm | Distinguished Scholar Lifetime Achievement Award Address

Friday, December 5, 2025

10:15am – 11:45am | Friday AM Plenary Address

4:45pm – 6:00pm | Friday PM Plenary Address

Saturday, December 6, 2025

10:30am – 12:00pm | Integrative Research Review Panel

## Important Deadlines

Deadline for guaranteed inclusion in the promotional brochure..... Friday, October 10, 2025

Deadline for guaranteed inclusion in the conference program..... Friday, October 10, 2025

Deadline for headquarter hotel room key production.....Friday, October 10, 2025

Deadline for guaranteed inclusion in mobile app.....Friday, November 14, 2025

## Sponsorship Form

Thank you for your interest in sponsoring the 75th Annual Literacy Research Conference. We appreciate your dedicated partnership for literacy. Please access the **2025 Sponsorship Form** and send your form to: [NSchmeichel@association-resources.com](mailto:NSchmeichel@association-resources.com) or Fax (847) 885-8393.