



GSOLE 2020 Sponsor Kit

Thank you for your interest in sponsoring
GSOLE's 2020 *Visions and Sites of Online Literacy Education!*

We invite sponsorship proposals from accredited academic programs, non-profit organizations supporting OWI/OLI research and teaching, and commercial organizations promoting educational technology or related products and programs. Sponsorship funds are allocated, first, to offset expenses incurred for the purposes of improving conference accessibility, then, to offset other conference expenses, and, finally, to support GSOLE's other organizational initiatives and programs.



GSOLE reserves the right to remove sponsor visibility from GSOLE's website if the GSOLE Executive Board determines that a sponsor's activities and aims do not reflect GSOLE's mission and values.

Sponsor Visibility

- **Live Sponsor Presentations.** A limited number of 5-minute *live* presentation slots are available for sponsors. The slots are scheduled at the end of the conference "Welcome" session and at two different times during each of the two "Intersession Break" sessions. The slots will occur in between other informational presentations. Presenters may speak live or show a recording.
- **Sponsor Placards.** A limited number of placard slots are available on the conference's online program page. Placards, which are designed and provided by the sponsor (in the form of a graphics file), must meet guidelines below. Sponsors also provide a URL to link to the placard.

Sample Layout for Session Sponsorship

9:20 am-10:20 am EST: Concurrent Session One

SPONSORS	 <p>Your Organization's Name and a logo</p>	<p>Say something about how your program or product serves the OWI/OLI community.</p> <hr/> <p>Some other info or graphic </p>	<div style="border: 2px dashed blue; padding: 20px; width: 80%; margin: 0 auto;"> <p>OPEN SPONSOR SLOT</p> </div>
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Individual Paper Panel 1: Global Writing Instruction

<p>Session Chair: TBD</p> <p>---</p> <p>"Making Time for Writing with Pre-Sessional EFL Learners Using OWI"</p> <p style="text-align: center;">Susan Stetson-Tiligadas</p> <p style="text-align: center;">Roula Mizeraki</p> <p>---</p> <p>"An Asynchronous Online Writing Course for International Students: Outcomes and Lessons"</p> <p style="text-align: center;">Dmitri Stanchevici</p> <p style="text-align: center;">Megan M. Siczek</p>	<div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;">STETSON-TILIGADAS AND MIZERAKI ABSTRACT +</div> <div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;">STANCHEVICI AND SICZEK ABSTRACT +</div> <div style="background-color: #6a5acd; color: white; text-align: center; padding: 10px; margin-top: 10px;"> <p>LINK TO PRESENTATION ROOM</p> <p>WILL BE ACTIVATED ON DAY OF THE CONFERENCE</p> </div>
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Sponsorship Options

Intersession Break Sponsorship—5 slots, \$250 each

- A 5-minute *Live Sponsor Presentation* during the *Welcome* or *Intersession Break* sessions
- A linked *Sponsor Placard* displayed on the online program in association with a specific session
- A year-long display of the *Sponsor Placard* on the online conference-archive page

Concurrent and Plenary Session Sponsorship—10 slots, \$100 each

- A linked *Sponsor Placard* displayed on the online program in association with a specific session
- A year-long display of the *Sponsor Placard* on the online conference-archive page

Sponsorship Process

- **Sponsorship proposals will be accepted after the conference program has been published.** Each proposal will be reviewed for appropriateness to the conference and GSOLE's mission. Send sponsorship proposals to <conferences.gsole@gmail.com>, following guidelines below.
- **Approved sponsors will purchase allotted space through the GSOLE website's Cart feature.** If sponsorship slots are still available, the conference organizers will send a confirming e-mail to the sponsor. The sponsor must then use the GSOLE website's Cart feature to reserve that slot.
- **Each sponsor submits a graphics file for its placard.** Assuming the placard meets the guidelines specified below, it will be posted to the GSOLE 2020 Conference site within 24 hours.
- **Each sponsor giving a presentation should confirm its time slot and provide an outline and script at least 5 days before the live conference sessions.** The script need not be final, but it should provide a relatively complete preview of the presentation. We recommend rehearsing the presentation to ensure the whole script can be delivered in its entirety.

Sponsor Proposal Guidelines

Please include each of the following in your proposal email to <conferences.gsole@gmail.com>:

- The **name of the sponsoring organization**, as well as a **link to the organizational web page** to which the *Sponsor Placard* will link.
- **Information about the organizational representative who is submitting the proposal**, including full name, phone number, and organizational title. *This individual will receive a conference login.*
- **A short paragraph articulating the sponsoring organization's interest** in and support of GSOLE's mission, including specific connections between programs or products and OWI/OLI.
- **Optional: An ordered list of preferred sponsor slots.** For instance, an organization can request to sponsor a current session on a particular topic or an intersession break at a particular time.

Note that sponsors can purchase no more than two slots (paired for a session). Slot assignments are determined based on sponsors' preferences and the order in which the proposals were received.

Sponsor Placard Guidelines

- *Sponsor Placards* should have **16:9 dimensions** (conventional widescreen slide). These graphics can easily be created in *PowerPoint*, which can export to a web-compatible graphic format.
- Sponsors must provide **suitable Alt-text** to support accessibility, including full transcription of text on the placard, as well as sufficient description of imagery.
- Sponsors should provide a **URL linking to an organization-sponsored web page.**