



Join Us! Your Sponsorship Guide

Amity University
Saturday, October 25, 2025
8AM-4PM



WHAT'S INSIDE



commoncorebootcamp.org

04	_____	Event Overview
05	_____	Facts and Details
06	_____	Who's Coming to Boot Camp
07-09	_____	Meet Our Committee

10	_____	Boot Camp Schedule
11	_____	Lunch and Learn
12-14	_____	Sponsorship Packages
15	_____	Why Boot Camps Work
16	_____	Join Us!



WELCOME FROM THE CO-FOUNDERS

We are delighted to invite you to join us as our Principal Sponsor of the Common Core Boot Camp. Your participation will go far beyond that of a traditional exhibitor. Each sponsor plays an integral role in shaping the success of this event.

Together, we will empower educators, school leaders, and schools with impactful training, valuable resources, and a sense of community that endures long after the event ends. Your support ensures that this professional development experience is not only transformative for participants but also meaningful for the broader education community.

Jeffrey Smith
Jeffrey Smith
Co-Founder

Veronica Griffin
Veronica Griffin
Co-Founder

EVENT OVERVIEW

Common Core Boot Camp: Learning in Motion is a one-day leadership event designed exclusively for middle and senior school leaders. Taking place on Saturday, October 25, 2025, at Amity University in Academic City, the program brings together education leaders for a dynamic exchange of strategies, tools, and practices that drive school-wide improvement.

With sessions focused on enhancing performance, building efficiency, and equipping teams with actionable resources, participants will leave with both inspiration and practical skills. The theme Learning in Motion reflects the forward-looking, hands-on approach of the event—empowering leaders not only to adapt to change but to create it. This is more than professional development; it's a catalyst for transformation across schools and communities.



Facts and Details



VENUE

**Amity University University
Dubai, UAE**

DATE AND TIME

**Saturday, October 25, 2025
8AM - 4PM**

EXPECTED ATTENDANCE

**400 Education professionals from
all levels of school operations and
leadership.**

FORMAT

**Three 1-hour sessions includes 10
workshops running concurrently,
offering diverse learning
opportunities for participants.**

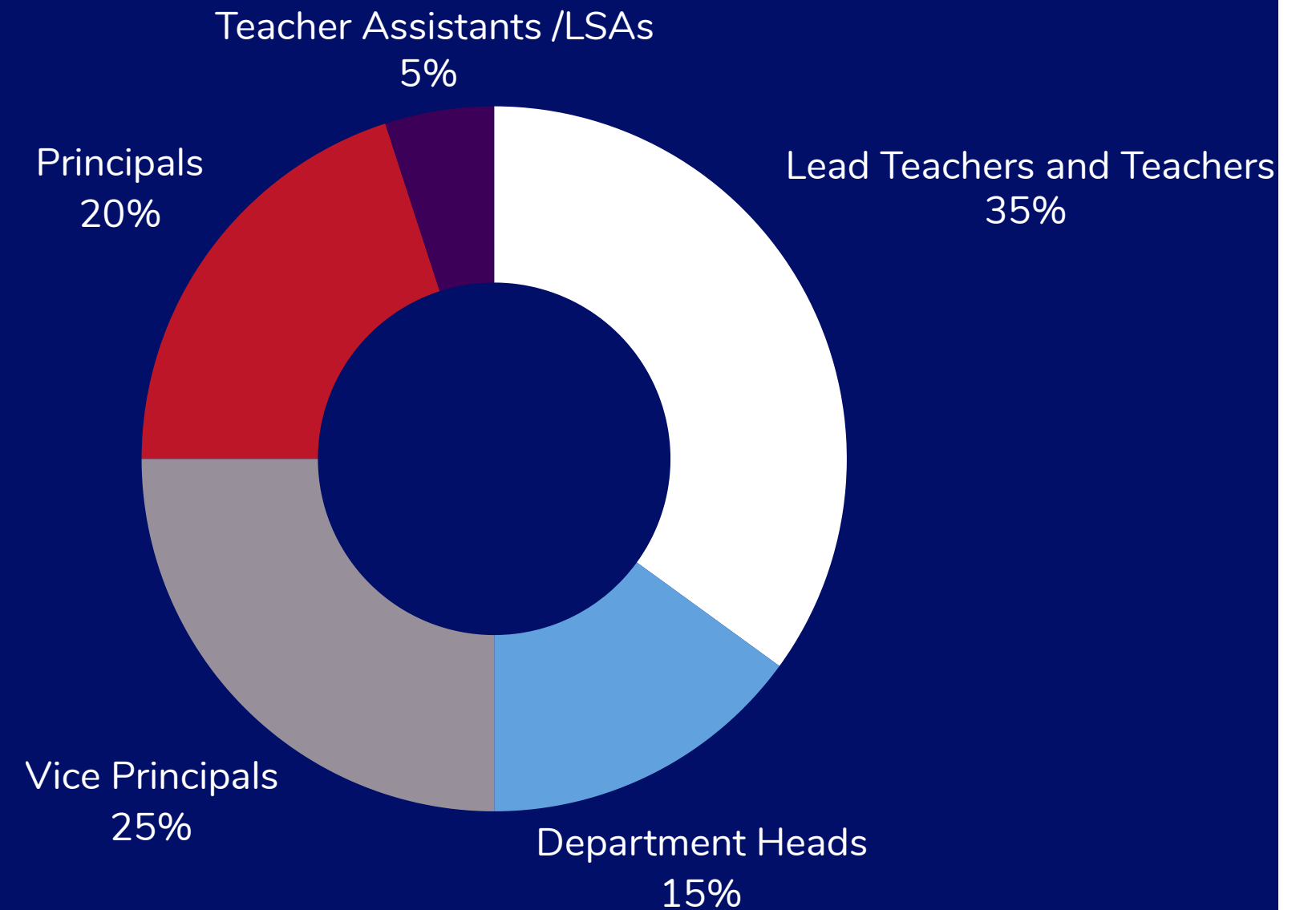
LUNCH AND LEARN

**Five sponsored Lunch and Learn
sessions featuring product
demonstrations and interactive
Q&A.**

REGISTRATION FEE

**Registration is AED 200 and
includes full-day refreshments,
lunch, and a CEU Certificate.**

WHO'S COMING TO THE BOOT CAMP



**"A dynamic mix of middle and senior
leaders shaping the future of schools."**

Meet the Leadership Committee

Through the formation of a comprehensive planning process, the Common Core Boot Camp Leadership Committee guarantees that each session is engaging, relevant, and aligned with current educational best practices. The leadership committee also ensures that event sponsors benefit from their participation by offering targeted visibility opportunities and meaningful engagement with attendees.



Veronica Griffin, M.Ed

Boot Camp Co-Founder
Copperstoen Education, VP of Education



Jeffrey Smith

Boot Camp Co-Founder
Copperstnoe Education, Managing Director



Eli Ghazel

Boot Camp Academic Director
Copperstone Education, VP of Curriculum Design



Misti-Dawn Curry

Ceremonies and Awards Committee
Copperstone Education, Director of School Services



Dr. Jamie Cardwell

Academic Leadership Committee
Emirates National Schools, Head of US Curriculum



Joy Buckner

Community Relations and Outreach
Buckner Education, Founder

Meet the Leadership Committee



Dr. Carla Caviness

Boot Camp Role: Academic Leadership Committee
Aldar Education, School Principal



Canace Newby

Boot Camp Role: Academic Leadership Committee
Consultant - Center for Model Schools at HMH/NWEA,



Chelsea Wilson

Boot Camp Role: Academic Leadership Committee
Al Khaleej Int'l. School, Vice Principal



Crystal Goodwin

Boot Camp Role: Ceremonies and Awards
North American Int'l. School, Vice Principal



Michael Norton

Boot Camp Role: Event Day Operations
Collegiate International School, Principal



Dina Khuffash

Boot Camp Role: Event Day Operations
New Centruy Education, General Manager,



Dane Satchell

Boot Camp Role: Academic Leadership Committee
Aldar Education, Senior Manager



Jailan Elost

Boot Camp Role: Academic Leadership Committee
Arabian Education Development Company

Meet the Leadership Committee



Vanessa Gay-Rice

Boot Camp Role: Academic Leadership Committee
Vice Principal, Mirdif American School



Dr. Catherine O'Farrell

Boot Camp Role: Community Outreach
Founder, Incluzun



James Pastore

Boot Camp Role: Event Day Operations
International School Leader



Heath Bailey

Boot Camp Role: Ceremonies and Awards
International School Leader



Abbas Abdulsamad

Boot Camp Role: Academic Leadership Committee
Elite Private School, Vice Principal



Sheri Jenio

Boot Camp Role: Academic Leadership Committee
Educational Therapist, Edfluentia



Jonathan Coxall

Boot Camp Role: Event Day Operations
International Education Industry Leader



Justin McCauley

Boot Camp Role: Event Day Operations
Principal, North American International School

Boot Camp Schedule



MORNING AGENDA

8:00-8:45	Arrivals, Check-In, Coffee and Refreshments
9:00-9:45	General Assembly
10:00-10:45	Workshop Session One
11:15-12:00	Workshop Session Two
12:15-1:15	Lunch and Learn

AFTERNOON AGENDA

1:45-2:00	Workshop Session Three
2:15-3:00	Exhibition Hall Activity:
3:15-3:45	Closing Ceremonies
Common Core Boot Camp is intentionally designed to maximize sponsor exposure, with dedicated Lunch and Learn sessions, networking opportunities, and interactive touchpoints that ensure meaningful engagement with school leaders throughout the day.	

LUNCH AND LEARN

The Lunch and Learn Sessions provide sponsors with a dynamic platform to showcase their products and solutions through live demos and interactive discussions. In this collaborative setting, school leaders engage directly with sponsors, creating meaningful connections while exploring practical resources to drive school improvement.



Direct Access

Engage with middle and senior school leaders in an intimate setting where purchasing and strategic decisions are made.

Hands-On Demonstration

Showcase your solutions through live demos that allow leaders to experience the value of your product firsthand.

Focused Brand Visibility

Stand out with dedicated time and space that position your brand at the center of collaborative discussions and school improvement strategies.



SPONSORSHIP PACKAGES



PRINCIPAL SPONSOR

As the primary sponsor of the Common Core Boot Camp, the Principal Sponsor serves as the driving force behind the event, gaining exclusive branding, prominent visibility, and strategic engagement with school leaders and educators. Beyond their financial contribution, Principal Sponsors assume stakeholder-level status, actively participating in the event's planning and execution to help shape its success and impact. This tier provides maximum exposure and positions the sponsor as a trusted leader in the education community.

Reserved.

EVENT SPONSOR

Event Sponsors play a key role in supporting the success of the Common Core Boot Camp, receiving high visibility across event materials and activities while actively engaging with educators. This level provides direct exposure to school leaders through the exclusive networking reception and the virtual post-event Common Core Boot Camp meet-up. Event Sponsors are valued members of the Boot Camp Committee, contributing to the planning and shaping of the event, and demonstrating a strong commitment to advancing the education community.

\$3500 / AED 12,500

CONTRIBUTING PARTNER

Contributing Partners support schools by purchasing a block of 15 registration tickets to be donated to a school of their choice, ensuring more educators can access the benefits of the Common Core Boot Camp. In recognition of their generosity, Contributing Partners' purchased badges will have their logos printed on the backs of them. They will also get visibility throughout the Common Core Boot Camp public relations campaign, highlighting their role in empowering teachers and strengthening the education community.

\$952 / AED 3000

EVENT SPONSOR

AED 12,500 / \$3400

Register as a
Event Sponsor
No Later Than
Oct. 3 for only
AED 10,000



Pre-Event

- Pre-event planning conference with event organizer
- Exclusive invitation to American School Principals Network Reception on September 25 at American University in Dubai
- Logo placement on all event materials, including website, banners and official programs.
- Inclusion in social media promotion across Copperstone channels
- Recognition in pre-event and post-event communications

Event Day

- Opportunity to provide branded giveaways to participants
- Speaking Opportunity at General Assembly or presentation at a "Lunch and Learn Session"
- Recognition from the stage during opening and closing remarks
- Dedicated booth and networking space.
- 4 tickets for exhibitors

Post Event

- Logo on conference take home bags
- Permanent logo placement on Common Core Boot Camp Website
- Prominent presence in boot camp highlight video
- Access to participant database

CONTRIBUTING PARTNER – AED 3000



Join us in making professional development accessible and inclusive for educators across the UAE. As a Contributing Partner, your company will help empower teachers by funding 15 registrations through a AED 3,000 investment—directly supporting those who might not otherwise be able to attend.

Benefits of Being a Contributing Partner:

- Your company name and logo featured on the back of the registration badges your purchased.
- Recognition in a special thank you section of our website and event program.
- Inclusion in video ads and promotions as a Contributing Partner.
- Position your brand as a true partner in education, not just a supplier.

Make an impact. Build your brand. Join the Boot Camp!



WHY BOOT CAMPS WORK



Common Core Boot Camp is successful because it is built by a community that truly understands the needs of all stakeholders—educators, school leaders, and schools alike. We provide impactful training and valuable resources designed to address those needs directly, ensuring lasting benefits for classrooms and communities.

 **Elena**
10 days ago

One of a kind!

Mr. Eli's session was an incredibly valuable experience. It provided deep insights into why ELL students face significant challenges and how we can support them effectively. The session was highly engaging, featuring numerous hands-on activities, each followed by constructive feedback.

 **Dr Ruchi Sehgal**
10 days ago

Amazing session with Ms Vanessa

As intriguing was the topic of her session (teaching 25 vocabulary items), equally captivating and interesting was the session. I look forward to implementing all that is learnt in these sessions...

 **Melodie**
9 days ago

Thank You

This was my second time this school year attending the Common Core Bootcamp. I enjoyed the different options this time and more availability of sessions to attend. Thank you for the experience and all the hard efforts that were put into it.

 **Nature**
8 days ago

Surviving and Thriving

It was an intimate session where we made plans on how to keep work life balance. It was great to discuss how we can make sure we can offer our best to our family and students.

 **Mary**
10 days ago

Boot camp Experience

Amazing experience of learning , networking and growing! Sure leaving the place enriched!

 **Nature**
8 days ago

Surviving and Thriving

It was an intimate session where we made plans on how to keep work life balance. It was great to discuss how we can make sure we can offer our best to our family and students.

 **Alaa**
8 days ago

Amazing boot camp, very insightful and must be for longer days and the sessions to be more practical and longer too!

 **Ian5492**
8 days ago

Informative Sessions

The Common Core Bootcamp provided valuable insights into conceptual teaching, differentiation, and MAP-aligned strategies. I appreciated the focus on higher-order questioning and scaffolding, which will help me better support diverse learners.

 **EVELYN**
8 days ago

I will definitely attend next time :) i learned a lot today and so excited to apply it in my class :)

 **Deepa Nair**
8 days ago

Deepa Surendran Nair

Thank you so much for the brilliant experiences. Actually going through these strategies as students really opened our minds to understand things at the level of students. I am glad, I came! All three sessions gave me strategies I'm excited to use next week!

Join Us!

We started Common Core Boot Camp because educators and schools need it!

Answer the call. Join the movement. Register today – and become a sponsor to leave your mark on the education community for months and years to come.

To register as a sponsor, please scan the QR code or click the Register Now button below.



Register as a
Event Sponsor
No Later Than
Oct. 3 for only
AED 10,000

More Information:

commoncorebootcamp.org



Event Sponsor: AED 12,500

Contributing Sponsor: AED 3000