



Official Sponsorship Guide

American University in Dubai
Saturday, April 18, 2026
9AM-3:30PM



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JOIN US!

Dear Potential Partner,

The Common Core Boot Camp is dedicated to empowering educators through practical, high-impact professional learning in a collaborative and welcoming environment. Our events bring together teachers and school leaders who are actively shaping teaching and learning in their schools.

Sponsoring the Common Core Boot Camp offers a unique opportunity to position your brand as a trusted supporter of educators while gaining meaningful access to a highly engaged community of decision-makers. Our model fosters authentic connection and dialogue—creating space for relationships that extend well beyond the event.

We would welcome the opportunity to partner with you in supporting educators and advancing impactful learning experiences.

Jeffrey Smith
Jeffrey Smith

Co-Founder and Leadership Committee Chair

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, April 18, 2026, at American University in Dubai, 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

American University in Dubai
Dubai, UAE

DATE AND TIME

Saturday, April 18, 2026
9AM – 3:30PM

EXPECTED ATTENDANCE

450–500 education
professionals from all levels of
school operations and
leadership.

BOOT CAMP FORMAT

Over 20 highly impactful and
engaging workshops running
simultaneously. Networking
and group activities

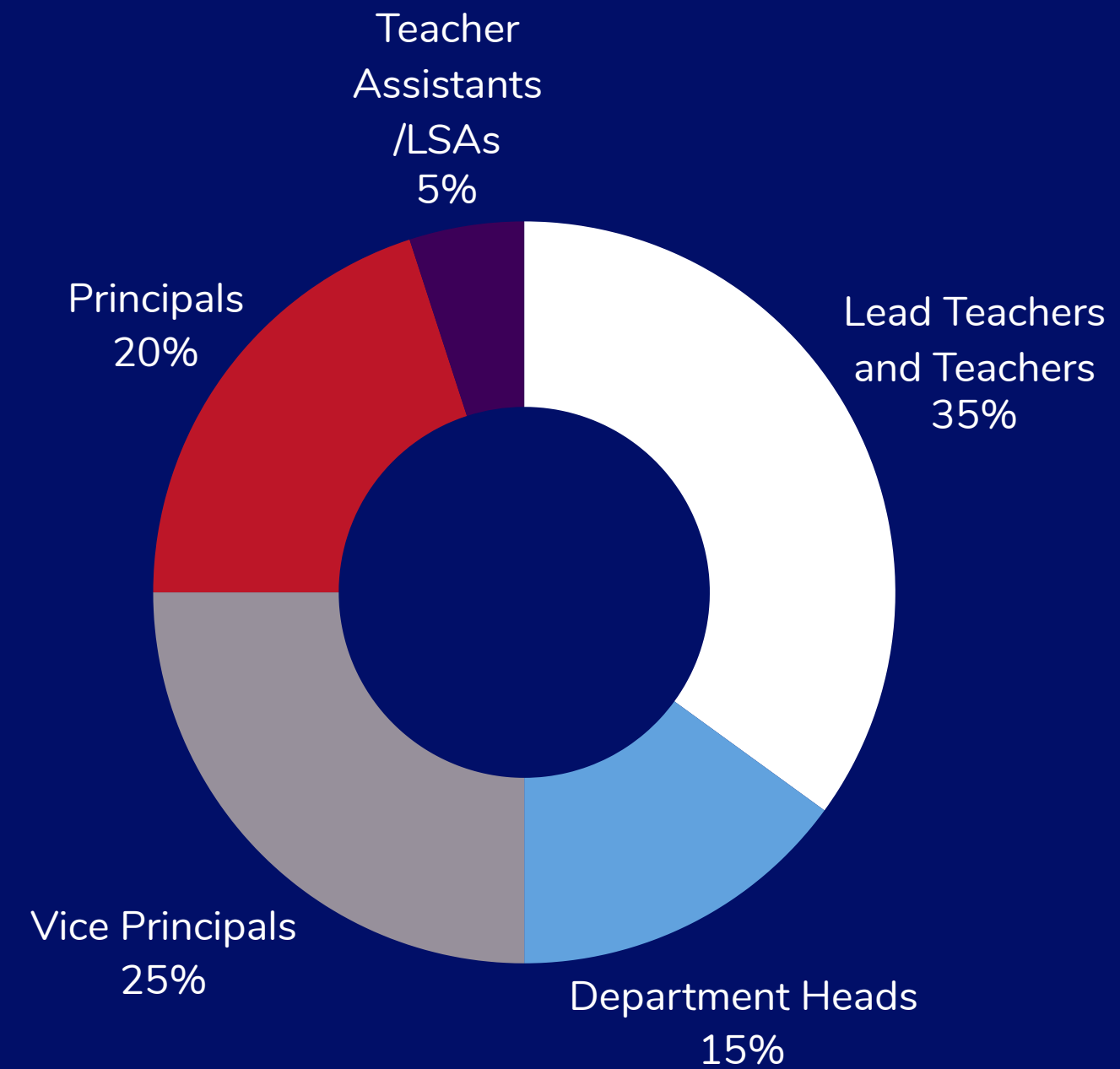
SCHOOL GROUP REGISTRATION

- 10–19 Participants: \$60 Per Person
- 20 or More: \$55 Per Person

INDIVIDUAL REGISTRATION

- General Registration Fee
- \$75
- Early Bird (Before March 28)
- \$65

WHO'S COMING TO THE BOOT CAMP



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

THE LEADERSHIP COMMITTEE

The Common Core Boot Camp is led by distinguished school leaders and industry experts with decades of experience across the UAE and the region. Our facilitators include principals, curriculum specialists, counselors, and education consultants who provide practical insights and innovative strategies.



HEATH BAILEY
School Leader
School Improvement Expert



BRIANA BILLINGS
School Leader
Curriculum Expert



JOY BUCKNER
Professional Development
Inclusion Expert



DR. JAMIE CARDWELL
School Group Leader
Curriculum Expert



TONY CRAWFORD
Leadership Development
School Improvement Expert



MISTI-DAWN CURRY
Deputy Academic Director
Common Core Boot Camp



LEE DEBAGIA
School Leader
School Improvement Expert



KEVIN DUPONT
High School Counseling
Counseling Expert

THE LEADERSHIP COMMITTEE



VANESSA GAY-RICE

*School Leader
Curriculum Expert*



ELI GHAZEL

*Academic Director
Common Core Boot Camp*



CRYSTAL GOODWIN

*Professional Development
Curriculum Expert*



ENNIS V. JOHNSON, JR.

*Professional Development
Technology Expert*



JUSTIN MCCAULEY

*School Leader
School Improvement Expert*



MICHAEL NORTON

*School Leader
Secondary Schools Expert*



DR. CATHERINE O'FARRELL

*School Consultant and PD
Inclusion Expert*



JAMES PASTORE

*School Leader
School Improvement Expert*

Boot Camp Schedule



MORNING AGENDA

8:00–8:45	Arrivals, Check-In, Coffee and Refreshments
9:00 – 10:00	General Assembly
10:15 – 11:15	Workshop Session One
11:30 – 12:30	Boot Camp Challenge
12:45– 1:30	Lunch and Learn

AFTERNOON AGENDA

1:45 – 2:45	Workshop Session Two
3:00–3:30	Closing Ceremonies
The Common Core Boot Camp agenda is designed as a full day of learning, collaboration, and professional empowerment for educators and school leaders. Through engaging workshops, thought-provoking sessions, and meaningful dialogue, participants gain practical strategies they can immediately apply in their classrooms and schools. The day fosters shared learning, fresh perspectives, and renewed confidence to drive positive change across entire school communities.	

EDUCATOR WORKSHOPS

Teachers will gain practical, ready-to-use strategies in just one hour, empowering them to engage students more effectively and boost learning outcomes immediately. Each workshop delivers actionable insights that teachers can apply in their classrooms the very next day.

LEADERSHIP WORKSHOPS

School leaders will gain strategic insights and actionable frameworks to enhance curriculum implementation, teacher effectiveness, and student outcomes. Each workshop equips leaders with practical tools to drive school-wide improvement and foster a culture of academic excellence.



BOOT CAMP ACTIVITIES

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.

BOOT CAMP CHALLENGE

Boot Camp Connect is a high-energy, one-hour, whole-group experience designed to bring all participants together in a powerful shared learning moment. Led by world-class facilitators, this interactive team-building session moves beyond traditional breakout workshops to foster collaboration, reflection, and collective problem-solving.

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.

GOLD 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.

\$4000

SILVER SPONSOR

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.

\$2500

GOLD SPONSOR BENEFITS

\$4000



Pre-Event

- Pre-event planning conference with event organizer
- Exclusive invitation to Boot Camp Dinner Reception
- 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
- Presentation Opportunity at "Lunch and Learn"
- Branded workshop 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

SILVER SPONSOR BENEFITS

\$2500



Pre-Event

- Pre-event planning conference with event organizer
- Exclusive invitation to Boot Camp Dinner Reception
- 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
- Recognition from the stage during opening and closing remarks
- Dedicated booth and networking space.
- 2 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

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.



More Information:

commoncorebootcamp.org



GOLD Sponsor: \$4000

SILVER Sponsor: \$2500