

Wallace 

MCEL



JULY 16-17, 2025

A large, stylized yellow star graphic with a 3D effect, pointing towards the left.

LEADERS DEVELOPING LEADERS

STRENGTHENING SYSTEMS FOR PRINCIPAL
SUPPORT, DEVELOPMENT & SUPERVISION

Le Méridien / Sheraton Charlotte Hotel
555 South McDowell St., South Tower, Charlotte, NC 28204

Early bird registration: \$399/person. \$499/person after March 15th.

REGISTER AT MCELLEADERS.ORG

SPONSORSHIP PACKAGE

Leaders Developing Leaders Sponsorship Package

Leaders Developing Leaders Sponsorship Package. MCEL is a distinguished national non-profit and network of educational leaders who are focused on eliminating achievement and opportunity gaps for all students. MCEL supports school districts to assess their current policies and practices and identify concrete action steps to improve student learning and accelerate school improvement.

Research identifies principals as the key to improving schools. However, school leaders do not get better all by themselves. District leadership must prioritize principal support and development to ensure an effective principal leads every school. This requires a robust system of support and development orchestrated by principal supervisors and the central office.

Leaders Developing Leaders is an annual summit that gathers educational leaders, administrators, and advocates from across the nation to learn current research and effective practices, share knowledge, exchange ideas, and address critical challenges that directly impacts students.



Why Sponsor

- Amplify your impact and commitment to the field of education.
- Showcase your dedication to educator leadership, making a tangible difference in the lives of educators and students.
- Support the social good of ensuring a quality education for all children and developing a future-ready workforce.
- Leverage your sponsorship as a tax-deductible donation, as MCEL is a 501(c)(3) non-profit organization.

About Us



MCEL is a national nonprofit that works with leaders and school systems to disrupt current education ecosystems in order to improve outcomes for all students. MCEL works to recruit, develop, support, and retain effective leaders at all levels - principals, principal supervisors, central office leaders, and superintendents - to eradicate systemic conditions that prohibit all children from experiencing success.



Quality

Equip educational leaders with leadership skills, knowledge and support to lead complex organizations that drastically improve the success of all students.



Quantity

Representation matters; increase the number of men of color in educational leadership roles. Currently men of color represent 3% of the education workforce.



Care

Support school and system leaders navigate the unique challenges, lead effectively, and develop concrete action plans they can immediately implement in practice.

Meet Our Founders

Colleagues Harrison Peters and Steve Gering founded MCEL in 2017 after numerous conversations with male leaders of color across the country. They recognized a shared struggle among these leaders, who sought opportunities to connect and collaborate. In response, Harrison and Steve established a space for educational leaders to engage in open, honest discussions about improving systems to address the unique challenges they face.

MCEL is dedicated to providing network support and professional development, empowering school leaders with access to key decision-making spaces where their voices can drive opportunity and advancement for all students. With a strong focus on increasing the "Quality, Quantity, and Care" of leadership development, we believe this work will lead to meaningful improvements in student success.



Harrison Peters

CEO & Co-founder

Harrison is a U.S. Navy veteran and career educator. His career in education spans over two decades where he served as teacher, principal, district-level executive, and state turnaround superintendent.



Steve Gering

Co-founder

Steve is a career educator with over 40 years of practitioner experience. He has served as a teacher, principal, and executive leader in some of our country's largest and most complex school systems. Steve is a national executive leadership coach and works with school districts and state departments of education across the country.

Leaders Developing Leaders Summit

Leaders Developing Leaders will support school districts to create a seamless system of principal support, development, and supervision. By aligning central office functions with the needs of school leaders, districts can transform schools into dynamic environments of learning and achievement.

Leaders Developing Leaders will delve into effective practices that empower principal supervisors and align central office for maximum impact on school leaders and students. Participants will develop strategies to:

- Position principal supervisors to effectively support and develop principals
- Align central office practices to maximize impact on school leaders
- Create system-wide coherence and a clear line of accountability for student success
- Develop school system expectations for principal support, development, and supervision
- Create actionable plans tailored to each school system's needs

Participants will leave with concrete resources and action plans that they can put into practice immediately.



Day 1

- Breakfast & Networking
- Summit Learning, including Lunch
- Networking Reception



Day 2

- Breakfast & Networking
- Summit Learning, including Lunch

Sponsorship Benefits

MCEL's Leaders Developing Leaders Summit serves as a platform for sponsors to engage with prominent figures and decision-makers in education, forging valuable partnerships and collaborations. By investing in this summit, you can promote your organization and contribute to a meaningful cause that transcends the event itself, leaving a lasting impact on the future of education.



Platinum \$25,000+

- Prominent logo placement on event materials and digital platforms
- Acknowledgment as the sponsor of either a Power Lunch, or the Leaders Developing Leaders Reception
- Acknowledgement as a Platinum Sponsor during the opening session
- Five complimentary full-access registrations
- Inclusion of promotional items in the event's welcome package
- Company signage during the sponsored event and throughout the summit



Gold \$15,000+

- Prominent logo placement on event materials and digital platforms
- Acknowledgement as a Gold Sponsor during the opening session
- Three complimentary full-access registrations
- Recognition in press releases and media
- Inclusion of promotional items in the event's welcome package
- Company signage throughout the summit



Packages continued



Silver \$10,000+

- Logo inclusion on the event website and select marketing materials.
- Acknowledgment as a Silver Sponsor during the session
- Two complimentary full-access registrations
- Recognition in press releases and media
- Inclusion of promotional items in the event's welcome package



Bronze \$5,000+

- Logo inclusion on the event website and select marketing materials
- Acknowledgment as a Bronze Sponsor during the session
- One complimentary full-access registration
- Recognition in press releases and media



General Sponsorship Notes

- Sponsorship opportunities include event sponsorship packages, a la carte sponsorships, and more.
- We also welcome in-kind donations to support the event's success.
- All sponsorships are tax-deductible donations, as we are a 501(c)(3) non-profit organization.
- To secure your sponsorship or discuss sponsorship package details, please contact us at contact@mcelleaders.org or (407) 271-2233

Thank You



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