



SHIFT
'26

SPONSORSHIP OPPORTUNITIES

ALBUQUERQUE, New Mexico
The Clyde Hotel • Sept. 22-24, 2026

WHAT IS THE **SHIFT CONFERENCE?**



The SHIFT Conference is the premier biennial gathering of leaders and innovators committed to shaping the future of work. At our 2026 event in Albuquerque, we'll explore bold strategies to redesign work, expand opportunity, and shape systems rooted in collaboration, trust, and a shared vision of an equitable future.

WHY SUPPORT THE SHIFT CONFERENCE?



Your generous contribution will enable us to convene hundreds of leaders across the country to share insights, forge partnerships, and co-create solutions that benefit workers, employers, and communities alike.

Sponsorship presents opportunities to ***amplify*** your organization's visibility, ***activate*** your influence, and ***accelerate*** your learning and partnership with a diverse audience all working towards solving the country's biggest challenges and inequities in workforce development. Your partnership and engagement in the conference is valuable. We hope you can join us as a key supporter in this important mission.

WHO ATTENDS THE SHIFT CONFERENCE?



The SHIFT Conference attracts influencers, leaders, and practitioners

from across the workforce development ecosystem. SHIFT is the place where business leaders, workforce practitioners, policymakers, funders, labor organizations, educators, and more come together to share priorities and perspectives shaping the future of work.

SHIFT CONFERENCE

SPONSORSHIP LEVELS

SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS						VIRTUAL EXHIBITOR
	\$60,000	\$45,000	\$30,000	\$25,000	\$15,000	\$5,000	\$2,500
Name and logo on materials, signage, and website	✓	✓	✓	✓	✓	✓	✓
Public recognition during the conference	✓	✓	✓	✓	✓	✓	
Pre- and post-conference email blast to attendees	✓	✓	✓	✓			✓
Push notifications on the conference app	3	2	2	2	1	1	1
Complimentary registrations*	4	3	3	2	1	#	#
Invitation to VIP Event (details TBD)	✓	✓	✓	✓	✓	✓	

Sponsors at the following levels may choose these recognition options:

Premier
Sponsor

Opening
Reception
Sponsor

Denise
Cherenfant
Equity Fund
Sponsor

Plenary
Sponsor

Lunch
Sponsor

Discounted \$500 registration

*Sponsors may opt to convert their complimentary registrations to fund other attendees as part of the Denise Cherenfant Equity Fund, which provides discounted registrations for qualified attendees.

BECOME A SPONSOR



SHIFT was an invaluable space for deep conversations and innovative solutions... I walked away with new relationships and fresh perspectives.

Maryann Rainey, Senior Program Officer, Ascendium

Be part of shaping the future of work

To learn more about sponsorship opportunities, contact us at development@nationalfund.org.

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