2027

VWBPE Sponsorship Opportunities

20th Annual Virtual Worlds Best Practices in Education Conference

Reach the educators shaping how immersive technology and AI are used in classrooms around the world. For twenty years, VWBPE has brought together higher-education faculty, librarians, non-profits, and developers to share what works in virtual worlds.

At a glance:

- About 700 attendees in Second Life, supported by 70 volunteer educators
- About 5,000 Second Life educators reached through in-world notices
- 1,800 newsletter subscribers and a growing YouTube session archive

Main Conference

From: Thursday March 11, 2027
To: Saturday March 13, 2027
Cost: VWBPE is a FREE conference made possible by the generous contributions of time, money, and facilities by volunteers and conference partners.

Website: https://www.vwbpe.org
Sponsor: http://vwb.pe/sponsor

Contact Information:

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VWBPE Executive Director
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Sponsorship at a Glance

VWBPE 2027 · 20th annual conference · March 11–13, 2027 · in Second Life

Where educators explore how immersive technology and AI are changing teaching and learning.

~700	~5,000	1,800	+84%
attendees in Second Life (2026)	Second Life educators reached in-world	newsletter subscribers	YouTube watch time, 2026 vs. 2025

Who you'll reach

70% higher education · **15%** non-profit organizations · **10%** librarians · **5%** developers and others

Why sponsor

- **Reach the decision-makers:** faculty, librarians, and non-profit leaders who choose learning tools.
- **Timed for budgets:** March is when 2027–28 plans and budget requests are made.
- **Visibility that lasts:** sessions stay on YouTube with sponsor credits.

Sponsorship levels

Level	Price (USD)	Sponsors	Headline benefits
Diamond	**$2,000**	Up to 3	Naming rights to a Main Auditorium region, exclusive branded attendee wearable, dedicated session, "presented by" at the opening and key socials
Gold	**$1,000**	Up to 6	Dedicated session, "presented by" at the opening, arrival-point signage, premium booth
Silver	**$500**	Up to 12	Standard booth, Sponsor Page and Sponsor Boards placement, recognition at pre-conference socials, YouTube credits
Bronze	**$250**	Up to 24	Standard booth, Sponsor Page and Sponsor Boards listing, recognition at pre-conference socials, YouTube credits

Every level includes a post-event report. Gold, Silver, and Bronze can also be reached through in-kind, networking, or gift contributions. Full details follow in Sponsorship Packages.

How to sponsor

Commit and send logos by **December 31, 2026** · Pay by PayPal, Visa, or Mastercard (USD)

Kevin Feenan, Executive Director · sponsors@vwbpe.org · +1 613-250-2502

Why Sponsor VWBPE?

VWBPE 2027 takes place March 11–13, 2027, and marks our **20th annual conference**. Under the theme "Together," the conference is held in Second Life, where educators from around the world gather as avatars for three days of presentations, workshops, tours, and social events. Sponsoring VWBPE puts your organization in front of the people who decide how immersive technology and AI are used in teaching and learning.

Who You'll Reach

Our 2026 conference welcomed approximately 700 attendees in Second Life, supported by 70 volunteers drawn from universities and non-profit organizations. Because VWBPE is an open conference, an exact count isn't possible; this figure is a minimum based on region statistics.

Based on organizer observation and past attendee surveys, our audience is approximately:

- **70%** higher education
- **15%** non-profit organizations
- **10%** librarians
- **5%** developers and others

Reach Beyond the Conference

- **Second Life education community:** approximately 5,000 active participants across college, university, and non-profit groups receive in-world conference notices.
- **Email newsletter:** 1,800 subscribers to the VWBPE Mailchimp newsletter.
- **YouTube:** 588 subscribers. As of November 5, 2026, the channel has had 3,100 views and 300 hours of watch time this year, already 84% more watch time than all of 2025 (163 hours), and average view duration has doubled from 3:06 to 6:06.
- **Global audience:** leading viewer countries in 2026 include the United States, the United Kingdom, Israel, Portugal, Brazil, Canada, and Japan, with an audience evenly split between men and women.

Timed for the Planning Cycle

Because VWBPE is held in March, attendees can try your products and services and recommend them for their programs just as planning and budget requests are being made for the 2027–28 academic year.

Visibility That Lasts

Every session is recorded and published on YouTube with sponsor acknowledgments in the end credits, so your recognition continues to be seen long after the conference ends.

Cost-Effective

As a community-run event produced entirely by volunteers, VWBPE keeps its budget modest, with sponsorship levels from $250 to $2,000. That makes VWBPE an exceptionally cost-effective way to reach an engaged, international community of educators working with immersive technology.

Past Supporters

Past supporters of VWBPE have included Linden Lab, the University of New Mexico, and the Kelley School of Business (Indiana University).

About VWBPE

Virtual Worlds Best Practices in Education is a global grassroots community event focusing on education in immersive virtual environments. Organized by educators and open to everyone, the conference showcases the learning that takes place in this community of practice. All educators, librarians, non-profits, designers, and developers are encouraged to present, attend, and take part in this discussion of collaborative deeper learning and co-presence in virtual worlds and games.

Virtual Worlds Best Practices in Education is a meaningful way for presenters to share their research and experience about the rich learning systems in virtual worlds and games. This free online conference is produced entirely by volunteers. Conference proceedings are published on the Rockcliffe University Consortium Library website.

Our Goals

VWBPE provides educational and networking opportunities for educators working with virtual environments. Our goals are to:

- build community by turning best practices into practical application;
- connect educators with each other and with the organizations that support education;
- share current innovations, research, case studies, and best practices;
- showcase what is new and unique in virtual and augmented reality; and
- give designers and developers a place to show the products and services educators use.

Accessibility

VWBPE works with non-profit organizations to make the conference as accessible as possible for people with disabilities. We take pride in providing opportunities for people with disabilities to engage meaningfully in all aspects of our conference, including leadership positions and skill development.

Sponsorship Packages

VWBPE offers four sponsorship levels. Every level includes a booth in the Poster Area, recognition on our website and in-world Sponsor Boards, a thank-you in the post-conference newsletter, and acknowledgment in the end credits of our YouTube session videos. Higher levels add naming rights, speaking opportunities, and premium placement.

Sponsor Benefits at a Glance

Benefit	Diamond ($2,000)	Gold ($1,000)	Silver ($500)	Bronze ($250)
Naming rights (Main Auditorium regions)	✓ choice of one	—	—	—
Branded attendee wearable	✓ exclusive	—	—	—
Dedicated session in the program	✓	✓	—	—
"Presented by" announcement	Opening and key socials	Opening	—	—
Arrival-point signage	✓	✓	—	—
Livestream holding slide	Large logo	Medium logo	—	—
Booth (Poster Area)	Premium spot	Premium spot	Standard	Standard
Pre-conference socials (2)	Large logo	Medium logo	Honorable mention	Honorable mention
Newsletter	Spotlight feature, logo in all issues, wrap-up thank-you	Logo in at least one issue, wrap-up thank-you	Wrap-up thank-you	Wrap-up thank-you
YouTube (edited session videos)	End-credit acknowledgment + logo	End-credit acknowledgment + logo	End-credit acknowledgment	End-credit acknowledgment
Website / signage	Premier (homepage)	Secondary (homepage)	Tertiary (Sponsor Page)	Listing (Sponsor Page)

Diamond

$2,000 USD · up to 3 sponsors · cash contribution required

For organizations that want to be the face of VWBPE 2027: naming rights to a Main Auditorium region, an exclusive branded attendee wearable, a dedicated session in the program, "presented by" announcements at the opening and key socials, and premier placement everywhere sponsors are recognized. Additional benefits and marketing arrangements can be negotiated.

Gold

$1,000 USD · up to 6 sponsors · cash or in-kind of equal value (cash preferred)

For organizations that want a speaking role and strong visibility: a dedicated session in the program, a "presented by" announcement at the opening, arrival-point signage, a medium logo on the livestream and at the pre-conference socials, and a premium booth location.

Silver

$500 USD · up to 12 sponsors · cash, in-kind, or networking access (cash and in-kind preferred)

For organizations that want steady visibility through the conference and in the archive: a standard booth, placement on the Sponsor Page and in-world Sponsor Boards, recognition at the pre-conference socials, and YouTube end-credit acknowledgment.

Bronze

$250 USD · up to 24 sponsors · cash, in-kind, networking access, or gift items (cash and in-kind preferred)

An affordable way to support the community and be seen doing it: a standard booth, a listing on the Sponsor Page and in-world Sponsor Boards, recognition at the pre-conference socials, and YouTube end-credit acknowledgment.

In-kind, networking, and gift contributions beyond your level are always welcome and appreciated.

Where Your Sponsorship Goes

Our goal for 2027 is to raise $24,000 in sponsorship. All of it (100%) goes to program-related activities: information systems, archives and publications, live video streaming, social activities, attendee Virtual Gift Bag materials, building supplies (mesh 3D objects), and graphic design.

Community Sponsors

Many individuals and small groups ask about contributing below the Bronze level. There are four ways to contribute smaller amounts:

1) Register with a donation. Our VWBPE registration page lets you contribute any amount from $20 to $249.

2) Contribute Linden dollars (L$) to **Boreas Santos** in-world in Second Life.
3) Contribute to the VWBPE Virtual Gift Bag. Each year we encourage all for-profit and non-profit organizations to add something to the Virtual Gift Bag. Past items have included virtual clothing (branded and unbranded), toys, tools, samples, scripts, and coupons, and we have offered upwards of 100 items to conference participants. To contribute, pass your items along in-world with a notecard listing the items and who is sponsoring them.
4) Contact us at info@vwbpe.org to arrange another form of contribution.

Community Sponsors are recognized through:

- Honorable mention on the Sponsor Page
- A certificate of appreciation

Other Ways to Contribute

Not every contribution has to be cash. Gold, Silver, and Bronze levels can also be reached through technology, networking access, or gift items, as shown below. Diamond requires a cash contribution.

	No.	Cash		In-Kind		Network		Gift Items
Diamond	3	✓		Optional(*)		Optional(*)		Optional(*)
Gold	6	✓	Or	✓		Optional(*)		Optional(*)
Silver	12	✓	Or	✓	Or	✓		Optional(*)
Bronze	24	✓	Or	✓	Or	✓	Or	✓

(*) contribution in addition to the primary selection shown by checkmark.

Technology and Demonstrations

VWBPE attendees value the chance to see and try new tools. Providing software, hardware, or access to your platform lets educators experience your product first-hand through demonstrations, workshops, and hands-on sessions, covering everything from 3D content creation, games, and simulations to collaboration, broadcasting, and AI tools.

Hardware is welcome too. If educators can see how a VR headset, camera, or other device works in a learning setting, we have an audience for it.

Meet Your Users

Host a listening session or Q&A where educators tell your senior leaders and product managers what helps them and what gets in the way. Our attendees are tech-savvy and engaged, and they

offer thoughtful feedback on how your products can better support teaching, learning, and people with disabilities. It is valuable market research, delivered directly by the people who use your products.

Attendee Gift Bag

Every attendee receives the VWBPE Virtual Gift Bag, which in past years has held upwards of 100 items. The most valued contributions are ones educators can actually use: beta software access, educational discounts, collaboration opportunities, product demonstrations, and branded virtual items.

Sponsorship Details & Guidelines

Key Dates

- **December 31, 2026:** deadline to confirm sponsorship and to submit logo and artwork files
- **March 11–13, 2027:** VWBPE 2027 conference
- **Within 60 days after the conference:** post-event report delivered to all sponsors

Payment

All sponsorship amounts are in US dollars (USD). Payment can be made by PayPal or by Visa or Mastercard.

VWBPE is a non-profit organization. It is not a registered 501(c)(3) charity, so sponsorships are not tax-deductible as charitable donations in the United States. Sponsors should consult their own advisors about the treatment of sponsorship as a business or marketing expense.

Logo Requirements

Please provide two logo files by December 31, 2026:

- **Horizontal logo:** 1200 × 600 pixels minimum (2:1, landscape)
- **Square logo:** 600 × 600 pixels minimum

Both files should meet the following requirements:

- **Format:** PNG preferred; SVG also accepted
- **Background:** transparent preferred
- **Proportions:** do not stretch or distort the logo to fill the canvas; center it with transparent space around it if needed
- **File size:** ideally under 2 MB
- **Color:** full color, suitable for display against a light background

Post-Event Report

Within 60 days after the conference, every sponsor will receive a short report summarizing the results of VWBPE 2027, including in-world attendance, livestream and YouTube viewing figures, newsletter reach, and screenshots of their signage, booth, and recognition in-world.

Sponsor Guidelines

We protect attendee privacy. VWBPE never shares its contact or distribution lists with outside parties. Sponsors connect with attendees through opt-in channels, such as booth notecard givers or prize draws, and any outreach that would require attendees' personal information must follow our terms of use or be sent on your behalf by the VWBPE organizing committee. Attendees who choose to share their information with you are then free to do so.

Direct sales of specific products or services in-world are not allowed, other than marketing offers, promotions, or discounts agreed to in advance. Sponsor content must be informational, not direct sales. This provision applies to *all* conference exhibitors, presenters, and attendees, not just sponsors.

Next Steps

1) Email **sponsors@vwbpe.org** to tell us which level interests you.
2) We'll confirm availability and send payment details.
3) Pay by PayPal, Visa, or Mastercard.
4) Send your two logo files by **December 31, 2026**.

Questions? Contact us directly or visit http://vwb.pe/sponsor.

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Background: What Qualifies as a Virtual World?

A virtual world is a shared online environment where people can meet, interact, explore, and create together. Participants are usually represented by avatars and can communicate, work on projects, attend events, and build communities regardless of where they live. Unlike traditional websites or video meetings, virtual worlds provide a sense of being together in a shared space that can continue to grow and change over time.

Examples include Second Life, OpenSimulator, VRChat, Minecraft, and Roblox. These environments can be accessed through computers, mobile devices, or virtual reality (VR) headsets. Virtual worlds offer unique opportunities for education, training, research, and social interaction by allowing people to learn through experience, share ideas, and collaborate in ways that go beyond traditional online communication.

Artificial intelligence (AI) is now transforming how virtual worlds engage instructors and students. AI-driven characters can serve as tutors, guides, or role-play partners that respond to each learner; real-time translation and captioning help participants take part across languages and abilities; and AI-assisted creation tools let educators build and adapt learning spaces in a fraction of the time it once took. These developments are among the most active areas of exploration in the VWBPE community, and an area where sponsors' tools and expertise can make an immediate difference.