



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.

What will it take to shift work forward?

The challenges facing today's workers and employers demand more than incremental change. This moment calls for new mindsets, policies, and practices that dismantle barriers, transform career journeys, and improve job quality. Through innovation and narrative change, we'll look to uncover actionable steps to drive lasting impact.

WHY SUPPORT THE SHIFT CONFERENCE?



Your generous contribution will enable us to convene hundreds of business leaders, workforce practitioners, policymakers, funders, labor organizations, and educators 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	\$30,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Name / logo on materials, signage & website	✓	✓	✓	✓	✓	✓	✓
Public recognition during the Conference	✓	✓	✓	✓	✓	✓	
Pre- and post-Conference mass email to attendees	✓	✓	✓	✓			✓
Push notifications on the Conference app	3	2	2	1	1	1	1
Receive complimentary registrations	4	3	2	1	*	*	*
Attend VIP Event (details to come)	✓	✓	✓	✓	✓	✓	

Sponsors at the following levels may choose recognition as indicated here:

Premier Sponsor

Opening Reception Sponsor

Denise Cherenfant Equity Fund Sponsor

Plenary Sponsor

Lunch Sponsor

Employer Pre-Conference Workshop Sponsor
(See next page for details)

* Discounted \$500 registration

SHIFT CONFERENCE SPECIAL EVENT

Designing Better Workplaces and Better Business Workshop *\$10,000 + discounted registration costs*

Shift Work Forward invites select companies to partner with us in sponsoring a flagship, hands-on pre-conference workshop happening September 22, 2026 at the SHIFT Conference: *Designing Better Workplaces and Better Business*. This highly interactive, four-hour session is designed exclusively for employers and businesses, bringing together leaders and innovators to explore how improving job quality drives stronger employee engagement and better business performance. **Join us as champions of practical, solutions-driven approaches to building better workplaces.**

Thanks for putting together a great conference. As always, I learned a lot and came away reinvigorated to continue this work.

Liz Monaghan, MSN, RN
Clinical Nurse Educator
Waveny LifeCare Network

Why Sponsor this Session?

This is more than a sponsorship—it's an opportunity to:

- Position your company as a leader in the future of work.
- Align your brand with innovative, people-centered workplace practices.
- Gain visibility among national leaders in business, workforce development, and policy.
- Demonstrate your commitment to improving job quality and strengthening talent pipelines.

Sponsors of this workshop will receive complimentary access to attend, in addition to the \$500 discount on SHIFT Conference registration.

BECOME A SPONSOR

Be part of shaping the future of work

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



*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

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