

THE WILLIAM AND FLORA HEWLETT FOUNDATION CASE STUDY





AT A GLANCE

- Location: Headquartered in Menlo Park, CA
- Employees: 51 - 200
- Industry: Philanthropic, Fundraising Services
- SXSW Product Featured:
 - Conference Track Sponsorship

The William and Flora Hewlett Foundation is a nonpartisan philanthropic organization. Globally the foundation makes grants to advance gender equity, governance and to reduce the growing threat of climate change. The U.S. efforts prioritize strengthening democracy, advancing education for all, and supporting community-led conservation.

THE TARGET

The William and Flora Hewlett Foundation approached SXSW EDU to increase its engagement with individuals passionate about philanthropy and policy solutions to public education's thorniest problems.

THE APPROACH

As the Policy & Civic Engagement track sponsor for SXSW EDU, The William and Flora Hewlett Foundation positioned themselves as a leading voice in education policy and governance. They were able to host an impactful brand experience that increased awareness and understanding to a new audience and demographic.

THE IMPACT

The company was able to create meaningful experiences with attendees, hosting a Happy Hour receiving 375 schedule favorites and a thought-provoking panel session with 241 schedule favorites. The success of the Happy Hour, Panel Session and Amplify package resulted in significant exposure for The William and Flora Hewlett Foundation.