


# 2025 CLIENT CASE STUDY

**SXSW**   
**EDU**

## IMAGINABLE FUTURES

PHOTO CREDIT: TICO MENDOZA



*"We were interested in tapping into the potential of Crossover Day to spark new ideas and action..."*

*Jenn Clark, US Strategic Communications Lead, Imaginable Futures*





## AT A GLANCE

- Location: Headquartered in Redwood City, CA
- Industry: Non-Profit, Education
- SXSW Product Featured:
  - Crossover Day Networking Event Presenting Sponsorship

**Imaginable Futures is a global philanthropic investment firm that works across public, private and social sectors to bring to life transformational ideas across local, national and global contexts for learners of all ages.**

## THE TARGET

Imaginable Futures strived to raise awareness of student parents, among a cross-section of SXSW EDU and SXSW attendees, including education and cultural/entertainment influencers.

## THE APPROACH

As the Crossover Day Presenting Sponsor, Imaginable Futures offered a true "crossover" experience to the SXSW & EDU audiences, representing the crossover between being students and parents. The networking space created an exciting and entertaining environment for attendees to come together for a celebration of innovation in education and creativity.

## THE IMPACT

With prime placement for registrants at Brush Square Park, the event experienced high foot traffic from attendees of both the EDU and SXSW audiences, along with strong engagement in the programming. The issue of student parent awareness was shared with creatives, educators, and innovators alike who joined at the forefront of entertainment, culture, and, tech.



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***“Connecting with the Crossover Day audience - not just the EDU audience, but the SXSW attendees interested in education topics as well - was a key opportunity to shine a light on the intersections and "crossovers" of this topic with many others.”***

***Jenn Clark, US Strategic Communications Lead, Imaginable Futures***

