

2019 ANNUAL CONFERENCE

Sponsorship Opportunities

IRVING CONVENTION CENTER

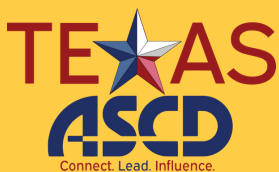
October 27-29, 2019

TEXAS ASSOCIATION FOR SUPERVISION AND
CURRICULUM DEVELOPMENT

1601 Rio Grande Street, Suite 451, Austin, Texas 78701

Ph: 512-477-8200 Fax: 512-477-8215

www.txascd.org



WHY SHOULD YOU SPONSOR THE 2019 TEXAS ASCD ANNUAL CONFERENCE?

1. WE OFFER ACCESS TO A HIGHLY-TARGETED MARKET.

The Texas ASCD 2019 Annual Conference will be held October 27- 29 at the Irving Convention Center located in the heart of the Dallas-Fort Worth Metroplex. We expect close to 1,000 attendees from the education sector. Attendees include teachers, principals, superintendents, curriculum directors, school faculty, college faculty, and professional industry speakers. These attendees are community leaders, parents, committee members and decision-makers.

2. OUR ATTENDEES HAVE AN EXCEPTIONAL TIME AT OUR CONFERENCES - AND WILL IN-TURN EQUATE THEIR EXPERIENCE WITH YOUR BRAND.

Our conferences are well organized. We have a large committee that makes sure the conference is well planned and attended. We have a sharp staff and serious volunteers who provide the best possible experience for our conference attendees and sponsors. Attendees experience your brand via signage, publications, our customized conference app and conference program, social media and verbal acknowledgement. They will remember your company.

3. WE ENCOURAGE YOU TO ENGAGE WITH ATTENDEES AT OUR EVENTS.

Go ahead. Generate new partnerships and sales! Texas ASCD wants you to use your sponsorship as a powerful tool to promote your company and stand out from the crowd. We encourage sponsors to attend the conference and network with our members. It is a great opportunity to leverage your lead generation - our attendees know other individuals with similar interests and demographics. Engaging with attendees will extend your marketing influence, long after the event.

4. COMMUNITY INVOLVEMENT.

Two little words that mean so much! We empower educators to help the children of their community. Your sponsorship dollars ensure Texas ASCD can continue to be the premier influential force in learning, teaching and leadership for achievement in educations. Your sponsorship ensures that attendees receive the best conference program possible, at the most affordable price. Media attention and press releases will include your commitment to the children of Texas.

WHO WE ARE:

Founded in 1947, Texas Association for Supervision and Curriculum Development (Texas ASCD) is a non-profit organization committed to improving teaching and learning for the success of all learners. It has a diverse membership of approximately 3,000 superintendents, principals, teachers, curriculum directors, staff developers, students and professors. Texas ASCD is a state affiliate of International ASCD.

In the ever-changing world of education, Texas ASCD remains on the cutting edge of educator needs. What remains unchanged, and as vibrant today as it was in its infancy, is the commitment and dedication to lifelong learning for educators.

ANNUAL CONFERENCE EVENT SPONSORSHIP

TEXAS ASCD PRESIDENT RECEPTION (3 AVAILABLE) - \$3,500

- Sponsors have the opportunity to be introduced and make remarks to group (4 minutes).
- Sponsors receive easel sign recognition at event.
- This year's President's Reception will have a Country and Western theme.

TEXAS ASCD BOARD BREAKFAST -\$2,500

- Sponsors receive easel sign and announcement recognition at event.
- Sponsors will have opportunity to be introduced and make remarks to the group (5 minute).

KEYNOTE PRESENTERS (4 AVAILABLE) - \$3,000

- Sponsors will receive easel sign and announcement recognition at event and in program book.

PROGRAM BOOK PRINTING (3 AVAILABLE) - \$3,000

- Sponsors will receive one full-page ad in program book and recognition as printing sponsor in program book.

CONFERENCE BAGS (1 AVAILABLE) - \$1750

Sponsors will receive recognition on conference bag, signage, in program book and in all marketing materials.

WELCOME RECEPTION (3 AVAILABLE) - \$2,000

- Sponsors will receive easel sign and announcement recognition at event, program book and in all marketing materials.
- Sponsors have the opportunity to be introduced and make remarks to group (4 minutes).

LEADERSHIP LUNCHEON (3 AVAILABLE) - \$2,500

- Sponsors will receive signage and verbal recognition at event, program book and in all marketing materials.
- Sponsors have the opportunity to be introduced and make remarks to group (4 minutes).

CONTINENTAL BREAKFAST (2 AVAILABLE) - \$2,500

- Sponsors will receive easel sign and announcement recognition at event and in program book and in all marketing materials.

COFFEE BREAK (1 AVAILABLE) - \$2,000

- Sponsors will receive easel sign and announcement recognition at event and in program book.

WIFI SPONSORSHIP (3 AVAILABLE) - \$3,500

- Sponsors will receive recognition on signage, program book and in all marketing materials.

OFFICIAL CONFERENCE APP (4 AVAILABLE) - \$1,000

- Sponsors will receive recognition on app, program book and in all marketing materials.

CONFERENCE BAG INSERTS - \$250 PER PIECE (LIMIT 3)

- Conference bag insert sponsors can have up to 3 pieces of printed marketing materials included in conference bags.

CUSTOM SPONSORSHIP

- Contact us to develop a customized sponsorship opportunity for your corporation.



CORPORATE PARTNERSHIP OPPORTUNITIES

Texas ASCD is working every day to make a difference, by ensuring educators have the professional skills to provide the rigorous and relevant learning experience necessary for student achievement. Educators, state-wide, need our assistance — and we are a 501(c)(3) non-profit association with limited staff. The task at hand is daunting, but it is possible. Will you join our mission by becoming a Corporate Partner?

In exchange for your investment in the premier source of information and resources for educators, we are proud to offer you a pathway to increased brand visibility and a highly-targeted market. Your partnership will illuminate both of our agencies' commitment to the state's educators, and ultimately, the children of Texas. As a corporate partner, you will play a vital role in communicating emerging trends, while improving and transforming the public education system. In return for helping us continue to provide the high-caliber content educators expect, we offer you a wealth of benefits, and an outstanding return on investment that is customizable to meet your individual corporation's needs. See a brief overview of the opportunities for year-round recognition below, visit www.txascd.org/CorporatePartnerPacket.pdf or contact lstubbins@txascd.org.

ALL CORPORATE PARTNERS RECEIVE:

- Recognition as Event Sponsors at both the fall Annual Conference and the summer ignite Conference
 - Linked logo on www.txascd.org
- Guaranteed opportunity to present a concurrent session at the fall and summer conference
- Complimentary ad space in programs and publications, complimentary booth space, complimentary event registrations, and recognition on all event signage
- Opportunities to present to the Texas ASCD Board of Directors and Regional Affiliates
- Complimentary advertising in our three publications, and the opportunities to submit articles, and so much more!

PLATINUM LEVEL (\$20,000)

GOLD LEVEL (\$15,000)

SILVER LEVEL (\$10,000)

BRONZE LEVEL (\$5,000)

In the ever-changing world of education, Texas ASCD remains a constant resource, maintaining our vibrancy through both our unstoppable commitment and dedication to lifelong learning for educators. By partnering with your company, we can make even more of a difference. Help us as we promote educator achievement, and create lasting change for the students of Texas.

We can do more, together!



PLEDGE OF COMMITMENT

Your Name: _____ Title: _____

Company: _____ Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

◆ PLATINUM Partnership (\$20,000)	\$ _____	◆ Welcome Reception (\$2,500)	\$ _____
◆ GOLD Partnership (\$15,000)	\$ _____	◆ Continental Breakfast (\$2,500)	\$ _____
◆ SILVER Partnership (\$10,000)	\$ _____	◆ Coffee Break (\$2,000)	\$ _____
◆ BRONZE Partnership (\$5,000)	\$ _____	◆ WiFi Partnership (\$3,500)	\$ _____
◆ President Reception (\$3,500)	\$ _____	◆ Conference App Partnership (\$3,000)	\$ _____
◆ Superintendent/Central Office Leadership Brunch (\$2,500)	\$ _____	◆ Grand Prize Sponsorship (\$1,000)	\$ _____
◆ Texas ASCD Board Breakfast/Lunch (\$1,500)	\$ _____	◆ Bag Insert Sponsorship (\$250/each)	\$ _____
◆ Keynote Presenters (\$3,000)	\$ _____	◆ Conference Bag (\$1.750)	\$ _____
◆ Program Book Printing (\$3,000)	\$ _____		
			Total: \$ _____

METHOD OF PAYMENT:

Amount Enclosed: \$ _____ Check Please Invoice Master Card Visa AmEx

Card # _____ Expiration Date: _____

Cardholder signature required: _____

Please fax or e-mail your signed contracts by August 31, 2019 to:

Texas ASCD
1601 Rio Grande, Suite 451
Austin, TX 78701
Fax: (512) 477-8215
E-mail: prutner@txascd.org
For more information call:
(800) 717-ASCSD, ext.10



ADVERTISING PLEDGE

ADVERTISING OPTIONS

- | | | | |
|--|---------|--|-------|
| <input type="checkbox"/> Inside Front Cover-Program Book | \$1,100 | <input type="checkbox"/> Half-page Program Book | \$500 |
| <input type="checkbox"/> Inside Back Cover-Program Book | \$1,000 | <input type="checkbox"/> Quarter page Program Book | \$300 |
| <input type="checkbox"/> Two page ad-Program Book | \$1,400 | <input type="checkbox"/> One page Program Book | \$750 |
- Platinum, Gold, Silver or Bronze Partner Program ad and link

MECHANICAL SPECIFICATIONS FOR PRINT

Please note that all ads are black and white with a minimum resolution of 300 dpi.

Trim Size: No trim size

Ad Page Sizes: Full page: 9" x 8" (portrait layout)
Half page: 4.5" x 8" (landscape layout)
Quarter page: 4" x 4.5" (portrait layout)
Quarter page: 2.25" x 8" (landscape layout)

Bleeds: .25" bleed

Artwork: All ads must be submitted as a print quality jpeg, eps, pdf. Any work required to prepare ads by designer or printer will be billed to the advertiser.

Please fax/mail your signed contracts, company logos and advertisements
via e-mail by August 31, 2019 to:

Texas ASCD
1601 Rio Grande, Suite 451
Austin, TX 78701
Fax: (512) 477-8215
E-mail: rforch@txascd.org
For more information call:
(800) 717-ASCD, ext. 15

