

2019 CORPORATE PARTNERSHIP OPPORTUNITIES



INCREASE YOUR BUSINESS EXPOSURE

**Among Texas ASCD's
highly influential audience:
Texas Educators**

- Leverage your brand with a highly-targeted audience
- Get critical brand visibility and grow customer loyalty
- Build new business-to-business customer relationships
- Increase customers and sales of products and services

ABOUT US

Texas Association for Supervision and Curriculum Development (Texas ASCD) works daily to make a difference in education by ensuring educators have the professional skills needed to provide a rigorous and relevant learning experience for student achievement. Educators across the state need our assistance to provide them with professional learning events. As a 501(c)(3) non-profit association, this task can be daunting. Nevertheless, with help from our corporate partners, we can continue to provide the necessary professional learning to help educators succeed in their field.

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 corporation, together we can make a significant difference. You have the resources to help us promote educator achievement and create lasting change for students across Texas – we can do more, together!

In exchange for your investment, we are proud to offer a pathway to increased brand visibility through a highly-targeted market. Your partnership will illuminate both our agencies' commitment to state 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.

In our 71st year, Texas ASCD continues as a major champion for improving teaching, learning and leading. This is reflected in our diverse membership of over 3,000 superintendents, curriculum directors, principals, teachers, and regional affiliates across the state. Your corporate donation will support our two annual conferences, professional learning institutes and regional academies, all of which provide educators with the tools and resources necessary for their success. Texas ASCD will deliver maximized corporate recognition and customized opportunities to interact with our membership in various forms of media as well as face-to-face interaction.

Texas ASCD

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

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

www.txascd.org

LEVELS AND BENEFITS

PLATINUM PARTNERS (\$20,000)

TEXAS ASCD CONFERENCES

- Platinum Partners will have their logos and/or marketing material printed on event signage at our 2019 Annual Conference and our ignite¹⁹ Conference.
- Featured recognition in our program guide for Texas ASCD's 2019 Annual Conference and ignite¹⁹ Conference.
- Sponsor acknowledgement during general sessions and the President's reception at our 2019 Annual Conference and our ignite¹⁹ Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Prominent logo placement on the 2019 Annual Conference and ignite¹⁹ Conference registration websites.
- Two premium 10' x 10' exhibit booth spaces at our 2019 Annual Conference and ignite¹⁹ Conference.
- Present a one-hour Innovative Highlights session at both our 2019 Annual Conference and ignite¹⁹ Conference.
- Present an extended Breakthrough Learning session (upon approved description) at both our 2019 Annual Conference and ignite¹⁹ Conference.
- Option to have a keynote presenter (upon approved description) at our 2019 Annual Conference and ignite¹⁹ Conference.
- One full page black and white ad in our Annual Conference and ignite¹⁹ Conference program guides.
- The ability to insert a promotional item and/or printed material in our 2019 Annual Conference and ignite¹⁹ Conference attendee bags or media table.
- Four registration badges for our Annual Conference and ignite¹⁹ Conference.

PLATINUM PARTNERS (\$20,000)

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including our weekly OneLiner.
- Full page color ad in one issue of our award-winning journal, *Leaders of Learners*.
- The opportunity to have a white paper or academic article published in *Leaders of Learners*.
- Monthly social media mentions across all Texas ASCD platforms (Twitter, Facebook, LinkedIn).
- Collaborative opportunities to work on Texas ASCD email distribution lists (upon approval of content).
- Print recognition as a Texas Whole Child Initiative advocate.

MEMBERSHIP AND REGISTRATIONS

- Four Texas ASCD annual memberships.
- Opportunity to serve on a Texas ASCD committee.
- Opportunity to hold four professional learning events as promoted by Texas ASCD (approval needed).
- Option to present three educational webinars to our members with distribution of marketing information by Texas ASCD.
- Customizable benefits!

GOLD PARTNERS (\$15,000)

TEXAS ASCD CONFERENCES

- Logos and/or marketing material printed on event signage at our 2019 Annual Conference and our ignite¹⁹ Conference.
- Featured recognition in our program guide for Texas ASCD's 2019 Annual Conference and ignite¹⁹ Conference.
- Sponsor acknowledgement during general sessions and the President's reception at our 2019 Annual Conference and our ignite¹⁹ Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Prominent logo placement on the 2019 Annual Conference and ignite¹⁹ Conference registration websites.
- Two premium 10' x 10' exhibit booth spaces at our 2019 Annual Conference and ignite¹⁹ Conference.
- Present a one-hour Innovative Highlights session at our 2019 Annual Conference and ignite¹⁹ Conference.
- Half-page black and white ad in our 2019 Annual Conference and ignite¹⁹ Conference program guides.
- The ability to insert a promotional item and or printed material in our 2019 Annual Conference and ignite¹⁹ Conference attendee bags or media table.
- Two registration badges for our 2019 Annual Conference and ignite¹⁹ Conference.

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including our weekly OneLiner.
- Half-page color ad in one issue of our award-winning journal, *Leaders of Learners*.
- The opportunity to have a white paper or academic article published in *Leaders of Learners*.
- Quarterly social media mentions across all Texas ASCD platforms (Twitter, Facebook, LinkedIn).

MEMBERSHIP AND REGISTRATIONS

- Two Texas ASCD annual memberships.
- Opportunity to serve on a Texas ASCD committee.

SILVER PARTNERS (\$10,000)

TEXAS ASCD CONFERENCES

- Logos and/or marketing material printed on event signage at our 2019 Annual Conference and our ignite¹⁹ Conference.
- Sponsor acknowledgement during select receptions at our 2019 Annual Conference and our ignite¹⁹ Conference, as well as the opportunity to briefly address the attendees (5 minutes or less).
- One premium 10' x 10' exhibit booth space at our 2019 Annual Conference and ignite¹⁹ Conference.
- Present one, one-hour Innovative Highlights session at our 2019 Annual Conference and ignite¹⁹ Conference.
- Quarter-page black and white ad in our 2019 Annual Conference and ignite¹⁹ Conference program guides.
- Two registration badges for our 2019 Annual Conference and ignite¹⁹ Conference.

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as logo placement in newsletters.
- Quarter-page color ad in one issue of our award-winning journal, *Leaders of Learners*.
- Quarterly social media mentions across all Texas ASCD platforms (Twitter, Facebook, LinkedIn).

MEMBERSHIP AND REGISTRATIONS

- Two Texas ASCD annual memberships.

BRONZE PARTNERS (\$5,000)

TEXAS ASCD CONFERENCES

- Logos and/or marketing material printed on event signage at our 2019 Annual Conference and our ignite¹⁹ Conference.
- Logo placement on the web pages for both the 2019 Annual Conference and ignite¹⁹ Conference registration sites.
- One premium 10' x 10' exhibit booth space at our 2019 Annual Conference and ignite¹⁹ Conference.
- Quarter-page black and white ad in our 2019 Annual Conference and ignite¹⁹ Conference program guides.
- One registration badge for our 2019 Annual Conference and ignite¹⁹ Conference.

ENGAGEMENT

- Logo recognition linked on Texas ASCD's homepage as well as prominent placement in publications including our weekly OneLiner.
- Quarter-page color ad in one issue of our award-winning journal, *Leaders of Learners*.

MEMBERSHIP AND REGISTRATIONS

- One Texas ASCD annual membership.

PLEDGE OF COMMITMENT

Yes, I want to be a Corporate Partner!

Please fill out this application and submit it to Texas ASCD via e-mail, fax or mail.

Name: _____ Title: _____

Company: _____ Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

My company will partner at the following level:

Platinum (\$20,000) Gold (15,000) Silver (\$10,000) Bronze (\$5,000)

Method of Payment:

Amount Enclosed: \$ _____ CHECK MASTERCARD VISA AMEX INVOICE ME

Card #: _____ Expiration Date: _____

Cardholder signature required: _____

Please allow 8-10 days for processing. Once your corporate partnership is paid in full, you will receive a welcome packet with full benefit details (including where to submit logo, advertisement specs and important deadlines).



Texas Association for Supervision and Curriculum Development

ATTN: Paul Rutner
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Austin, TX 78701
Fax: (512) 477-8215
E-mail: prutner@txascd.org

For more information call:
(800) 717-ASCD, ext.10

Advertising Information

2019 Annual Conference and ignite¹⁹ Program 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

Corporate Partners receive complementary advertising. Please see sponsorship level for details.

Mechanical Specifications for Program:

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" (program book is spiral-bound)

Artwork: All ads must be submitted as a print quality jpeg, eps or pdf file format. Files are to be submitted electronically to rforch@txascd.org. Any work required to prepare ads by designer or printer will be billed to the advertiser.

Deadline: Ad must be received for ignite19 program by April 30, 2019.
Ad must be received for Annual Conference program by August 31, 2019.

Publication Advertisements for *Leaders of Learners*

- Full page in publication \$500.00 * per insertion
- Half page in publication \$325.00 * per insertion
- Quarter page in publication \$225.00 * per insertion

* 10% discount given for four (4) or more insertions

Issuance and Closing Dates:

Leaders of Learners is published 6 times per year in January, March, May, July, September, and November.

Closing date for copy: 26th of the month prior to insertion.

Mechanical Requirements:

Trim Size: 8.5" x 11"

Recommend 133 line screen for black & white. Ads should be supplied electronically (preferably as a pdf).

Articles should be supplied electronically (preferably as a Word document).

	Platinum	Gold	Silver	Bronze
Your Choice of Sponsorship Opportunities Totaling the Sponsorship Amount	\$20,000	\$15,000	\$10,000	\$5,000
Texas ASCD Conferences: Annual and ignite				
Event Signage	✓	✓	✓	✓
Program Book Logo Recognition	✓	✓	✓	✓
Registration Site Logo/Weblink	✓	✓	✓	✓
Exhibit Booth	2	2	1	1
Innovative Highlights Session	✓	✓	✓	
Breakthrough Session	✓			
Keynote Session	✓			
Reception Acknowledgement	✓	✓	✓	
Ad Space	Full Page	Half Page	Quarter Page	Quarter Page
Promotional Inserts	✓	✓		
Exhibitor Badges	4	2	2	1
Engagement				
Home Page Logo/Weblink	✓	✓	✓	✓
Newsletter Recognition	✓	✓	✓	✓
Publication Ad Space	Full Page	Half Page	Quarter Page	Quarter Page
Leaders of Learners Academic Publishing	✓	✓		
Social Media Mentions	✓	✓	✓	
Email Distribution Collaboration	✓			
Recognition as Texas Whole Child Initiative Advocate	✓			
Membership and Registration				
Annual Membership	4	3	2	1
Serve on Texas ASCD Committee	✓	✓		
Professional Learning Events	4			
Host Educational Webinars	3			
Customizable Benefits	✓			