



2018 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



Texas Association for Supervision and Curriculum Development
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2018 Corporate Partnership Application

Texas Association for Supervision and Curriculum Development (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 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 educators achievement, and create lasting change for the students of Texas — we can do more, together!

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.

In our 70th year, Texas ASCD continues as a major champion for improving teaching, learning and leading. This is reflected in our diverse membership of over 2,500 superintendents, curriculum directors, principals, and teachers, and regional affiliates, spanning the state. Your corporate donation will support our two annual conferences, professional learning institutes and regional academies, all which provide educators with the tools and resources necessary for their success. In turn, Texas ASCD delivers maximized corporate recognition, and customized opportunities to interact with our membership in print, in other media, and in person.

Levels and Benefits

Platinum Partners (\$20,000+)

Our most prestigious level of partnership and best value! Platinum partners receive the following benefits:

- Prominent logo recognition (linked) on the home page of our website: www.txascd.org
- Prominent logo recognition in all of our publications (*One Liner, Leaders of Learners and Leadership*).
- Print recognition in event signage and program books at our 2018 Annual Conference and our summer ignite¹⁸ Conference. Verbal recognition at each event, as well as the opportunity to briefly address the attendees (5 minutes or less).
- Two premium 10' x 10' exhibit booth spaces at our 2018 Annual Conference and ignite¹⁸ Conference.
- Present a one-hour concurrent session at our 2018 Annual Conference and ignite¹⁸ Conference attendees.
- Full page black and white ad in our Annual Conference and ignite Conference official program books.
- 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*.
- The ability to insert a promotional item/printed material in our 2017 Annual Conference attendee bags.
- Four Texas ASCD Annual memberships.
- Opportunity to serve on a Texas ASCD committee.
- Option to present 3 educational webinars to our members (Texas ASCD will distribute your marketing information to our membership).
- Print recognition as a Texas Whole Child Initiative supporter in our advocacy/influence efforts.
- The opportunity to host a dinner for Texas ASCD's Board of Directors.
- Four registration badges for our Annual Conference and ignite¹⁸Conference.
- Monthly recognition via social media.
- And other customizable benefits!

Gold Partners (\$15,000+)

- Logo recognition (linked) on the home page of our website: www.txascd.org
- Logo recognition in all of our publications (*One Liner*, *Leaders of Learners and Leadership*).
- Print recognition in event signage and program books at our 2018 Annual Conference and our summer ignite¹⁸ Conference. Verbal recognition at each event, as well as the opportunity to briefly address attendees.
- Two 10' x 10' exhibit booth spaces at our 2018 Annual Conference and ignite¹⁸ Conference.
- Present a one-hour concurrent session at our 2018 Annual Conference and ignite¹⁸ Conference attendees.
- Half-page black and white ad in our 2017 Annual Conference and ignite¹⁷ Conference official program books.
- 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 (relevant to education) published in our *Leaders of Learners* publication.
- The ability to insert a promotional item/printed material in our 2018 Annual Conference attendee bags.
- Two Texas ASCD Annual memberships.
- Two registration badges for our 2018 Annual Conference and ignite¹⁸ Conference.
- Quarterly recognition via social media.

Silver Partners (\$10,000+)

- Logo recognition (linked) on the home page of our website: www.txascd.org
- Logo recognition in all of our publications (*One Liner*, *Leaders of Learners and Leadership*).
- Print recognition in event signage and program book at our 2018 Annual Conference and our summer ignite¹⁸ Conference. Verbal recognition at each event, as well as the opportunity to briefly address attendees.
- One 10' x 10' exhibit booth space at our 2017 Annual Conference and ignite¹⁸ Conference.
- Present a one-hour concurrent session at our 2018 Annual Conference and ignite¹⁸ Conference attendees.
- Quarter-page black and white ad in our 2018 Annual Conference and ignite¹⁸ Conference official program books.
- Quarter-page color ad in one issue of our award-winning journal, *Leaders of Learners*.
- Two Texas ASCD Annual memberships.
- One registration badge for our 2018 Annual Conference and ignite¹⁸ Conference.
- Quarterly recognition via social media.

Bronze Partners (\$5,000+)

- Logo recognition (linked) on the home page of our website: www.txascd.org
- Logo recognition in all of our publications (*One Liner*, *Leaders of Learners and Leadership*).
- Print recognition in event signage and program book at our 2018 Annual Conference and ignite¹⁸ Conference.
- One 10' x 10' exhibit booth space at our 2018 Annual Conference and ignite¹⁸ Conference.
- Present a one-hour concurrent session at our 2018 Annual Conference and ignite¹⁸ Conference attendees.
- Quarter-page ad in our 2018 Annual Conference and ignite¹⁸ Conference official program books.
- Quarter-page ad in one issue of our award-winning journal, *Leaders of Learners*.
- One Texas ASCD Annual membership.
- One registration badge for our 2018 Annual Conference and ignite¹⁸ Conference.
- 1-2 mentions annually via social media.

Advertising Information

2018 Annual Conference and ignite¹⁸ 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"/> One page Program Book | \$750 |
| <input type="checkbox"/> Two page ad-Program Book | \$1,400 | | |

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: 5.5" x 8.5"

Ad Page Sizes: Full page: 5.25" x 7.75" (portrait layout)
Half-page: 5.25" x 3.75" (landscape layout)

Bleeds: No bleeds (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 lstubbins@txascd.org. Any work required to prepare ads by designer or printer will be billed to the advertiser.

Deadline: Ad must be received for ignite¹⁸ program by April 30, 2018.
Ad must be received for Annual Conference program by August 31, 2018.

Publication Advertisements for *Leaders of Learners*

- | | |
|--|--------------------------|
| <input type="checkbox"/> Full page in publication | \$500.00 * per insertion |
| <input type="checkbox"/> Half page in publication | \$325.00 * per insertion |
| <input type="checkbox"/> 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).



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: _____

E-mail: _____ 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

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For more information call:
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