

2021 Annual Conference

October 24-26 | Kalahari Resort | Round Rock



Sponsorship Opportunities



Texas Association for Supervision and
Curriculum Development
1601 Rio Grande St., Ste. 451, Austin, TX 78701
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www.txascd.org

WHY SHOULD YOU SPONSOR THE 2021 TEXAS ASCD ANNUAL CONFERENCE?

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

The Texas ASCD 2021 Annual Conference will be held October 24-26 at the Kalahari Resort and Conference located in Round Rock. We expect approximately 500 attendees from the education sector. Participants 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 diverse committee that makes sure the conference is well planned and attended. We have a dedicated 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 MAKE RELATIONSHIPS WITH OUR ATTENDEES.

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 education. 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.

SPONSORSHIP OPPORTUNITIES

Texas ASCD President Reception

3 available - \$3,500

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced and make remarks to audience (4 minutes).

Texas ASCD Board Breakfast/Lunch

2 available - \$3,000

Sponsors receive verbal and logo recognition at event. Sponsors will have opportunity to be introduced and make remarks to the group (3 minutes).

Keynote Presenters

3 available - \$3,000

Sponsors receive verbal and logo recognition before, during, and after event.

Conference Bags

1 available - \$2,000

Sponsors will receive logo recognition on conference bags and event signage.

SOLD OUT

Welcome Reception

3 available - \$2,500

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced at reception and make remarks to the attendees (2 minutes).

Leadership Luncheon

3 available - \$2,500

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced and make remarks to the attendees (3 minutes).

Continental Breakfast

2 available - \$2,500

Sponsors receive verbal and logo recognition before, during, and after event.

Coffee Break

1 available - \$2,000

Sponsors receive verbal and logo recognition before, during, and after event.

WiFi Sponsorship

3 available - \$3,500

Sponsors receive verbal and logo recognition before, during, and after event.

Official Conference App

5 available - \$1,000

Sponsors receive verbal and logo recognition before, during, and after event, and a rotating banner ad on the app.

Conference Bag Inserts

\$300 per piece

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

Grand Prize Sponsorship - \$1,000

Sponsors receive verbal and logo recognition before, during, and after event, and specifically and during the prize drawing.

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 <https://txascd.org/corporate-partners/>.

ALL CORPORATE PARTNERS RECEIVE:

- Recognition as Event Sponsors at the Annual Conference
- Linked logo on www.txascd.org and Annual Conference website
- Complimentary ad space on the Annual Conference app 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, 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: _____

- | | | | |
|--|----------|---|----------|
| <input type="checkbox"/> PLATINUM Partnership (\$20,000) | \$ _____ | <input type="checkbox"/> Welcome Reception (\$2,500) | \$ _____ |
| <input type="checkbox"/> GOLD Partnership (\$15,000) | \$ _____ | <input type="checkbox"/> Continental Breakfast (\$2,500) | \$ _____ |
| <input type="checkbox"/> SILVER Partnership (\$10,000) | \$ _____ | <input type="checkbox"/> Coffee Break (\$2,000) | \$ _____ |
| <input type="checkbox"/> BRONZE Partnership (\$5,000) | \$ _____ | <input type="checkbox"/> WiFi Partnership (\$3,500) | \$ _____ |
| <input type="checkbox"/> President's Reception (\$3,500) | \$ _____ | <input type="checkbox"/> Conference App Partnership (\$1,000) | \$ _____ |
| <input type="checkbox"/> Superintendent/Central Office Leadership Luncheon (\$2,500) | \$ _____ | <input type="checkbox"/> Grand Prize Sponsorship (\$1,000) | \$ _____ |
| <input type="checkbox"/> Texas ASCD Board Breakfast/Lunch (\$3,000) | \$ _____ | <input type="checkbox"/> Bag Insert (\$300/each) | \$ _____ |
| <input type="checkbox"/> Keynote Presenters (\$3,000) | \$ _____ | <input type="checkbox"/> Conference Bag (\$2,000) | \$ _____ |
| | | <input type="checkbox"/> Rotating App Banner (\$1,000) | \$ _____ |

Total: \$ _____

ROTATING DIGITAL BANNER AD SPECS
 Phone: 650 x 150 px, Tablet: 552 x 150 px
 PNG or JPG FILES ONLY

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, 2021 to:

Texas ASCD
 1601 Rio Grande, Suite 451
 Austin, TX 78701
 Fax: (512) 477-8215
 E-mail: lstubbins@txascd.org
 For more information call:
 (800) 717-ASCDC, ext.13

