

2022 Annual Conference

October 23-25 | Hyatt Regency Downtown Houston



Sponsorship Opportunities



Texas Association for Supervision and Curriculum Development
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Ph: (512) 477-8200 Fax: (512) 477-8215
www.txascd.org

WHY SHOULD YOU SPONSOR THE 2022 TEXAS ASCD ANNUAL CONFERENCE?

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

The Texas ASCD 2022 Annual Conference will be held October 23-25 at the Hyatt Regency in downtown Houston. We expect over 600 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

Conference Bag Inserts \$300 per piece

Sponsors can send up to three pieces of printed marketing materials or promotional items to be inserted in attendee conference bags.

Grand Prize Sponsorship 1 available - \$1,000

Sponsors receive verbal and logo recognition before, during, and after event--specifically during the grand prize winner announcement.

Lanyard Sponsorship 1 available - \$1,750

Keep your company's name front and center with it printed on conference badge lanyards.

Coffee Break 2 available - \$2,000

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

Official Conference App 3 available - \$2,000

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

Conference Bags 1 available - \$2,500

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

Sunday Welcome Reception/Happy Hour for Attendees & Exhibitors in the Exhibit Hall 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 for two minutes.

Leadership Luncheon 3 available - \$2,500

Sponsors receive verbal and logo recognition before, during, and after invitation-only luncheon for central office leaders. Sponsors have the opportunity to be introduced and make remarks from the podium to the attendees (3 minutes).

All-Attendee Breakfast 2 available - \$2,500

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced and make remarks from the podium to the attendees for three minutes.

President's Reception 3 available - \$3,000

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

Keynote Presenters 3 available - \$3,000

Sponsors receive verbal and logo recognition before, during, and after event. Sponsors have the opportunity to be introduced and make remarks from the podium to the audience for three minutes.

WiFi Sponsor 3 available - \$3,000

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



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"/> All-Attendee 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 (\$3,000) | \$ _____ |
| <input type="checkbox"/> President's Reception (\$3,000) | \$ _____ | <input type="checkbox"/> Conference App (\$2,000) | \$ _____ |
| <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 (\$2,500) | \$ _____ |
| | | <input type="checkbox"/> Lanyard (\$1,750) | \$ _____ |

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 Sept. 15, 2022 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

